DOCKET NO.: 320529527US
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831

Confirmation No.: 3000

Filed: October 11, 2001

Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING**

Examiner: J. B. Dunham

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF KAMAL ACHARYA UNDER 37 CFR § 1.131

I, Kamal Acharya, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish conception and actual reduction to practice of the subject matter of the application, in the United States, prior to April 12, 2001.

2. I contributed to the conception and actual reduction to practice of the subject matter of the application prior to April 12, 2001. As evidence to this conception and actual reduction to practice, I refer to the following exhibits:

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EXHIBIT B:

Product Requirements Document (PRD): Shop@Anywhere Bullet – Online/Offline Integration <*Code Name: Yoda*> [Release 1.0], October 23, 2000;

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EXHIBIT P:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001.

3. I have reviewed the above-referenced exhibits and believe that they are of such character and weight as to establish conception and actual reduction to practice of the subject matter of the application prior to April 12, 2001. Further, I believe that the above-referenced exhibits, coupled with the preparation of the application, establish due diligence from prior to April 12, 2001, to the filing of the application. As evidence of diligence between prior to April 12, 2001, and the filing of the application, I further refer to:

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Email from Srinivas Lingutla to Kamal Acharya; May 9, 2001.

4. The exhibits referred to herein attached herewith. These exhibits are also already of record in the application. These exhibits were filed with the USPTO on December 22, 2005, in one or more prior declarations under 37 C.F.R § 1.131.

5. I have reviewed the exhibits referred to herein and believe that they are accurate. I further believe that EXHIBITs A-P existed in the United States prior to April 12, 2001. I also believe that EXHIBITs A-P provide a complete teaching of the subject matter of the application.

6. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

Kamal Acharya
Kamal Acharya

4/2/2010
Date

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF SRINIVAS LINGUTLA UNDER 37 CFR § 1.131

I, Srinivas Lingutla, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish conception and actual reduction to practice of the subject matter of the application, in the United States, prior to April 12, 2001.

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5. I have reviewed the exhibits referred to herein and believe that they are accurate. I further believe that EXHIBITs A-P existed in the United States prior to April 12, 2001. I also believe that EXHIBITs A-P provide a complete teaching of the subject matter of the application.

6. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

Srinivas Lingutla

3-22-2010
Date

Exhibit A

Copies of the letters and Declaration Papers sent to Inventors March 19, 2010, and tracking information from United Parcel Service.

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Status:	**DELIVERED**
Last Scan:	**4/2/2010 11:07:00 AM DELIVERED SEATTLE, WA US**
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3/22/2010 3:12:00 AM DEPARTURE SCAN PORTLAND, OR US
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Wade Barbus
PHONE: (206) 359-3287
EMAIL: WBarbus@perkinscoie.com

March 19, 2010

VIA UPS

Mr. Peter Gremett
962-9 Belmont Terrace
Sunnyvale, California 94086

Re: US Patent application 09/975,831 for "Method and System for Integrated Online and Brick and Mortar Providing Shopping" - Client-Matter No. 32052.9527.US00

Dear Mr. Gremett,

Perkins Coie was recently asked to establish that the subject matter of your above-listed patent application was conceived and reduced to practice prior to April 12, 2001. As you may recall, you assisted with a similar process, in late 2005, to establish that your invention was conceived and reduced to practice prior to April 27, 2001. To complete the current process, we kindly request that you review the attached declaration and attachments, and either:

(1) sign the attached declaration, and return the signed declaration via email to WBarbus@perkinscoie.com or via facsimile to 206.359.4287, or;

(2) if you do not wish to sign, please send us an email or facsimile stating that you have received the enclosed but do not wish to sign. Please also forward originals to the address above in the enclosed self addressed stamped envelope.

We would appreciate your response as described above via email or facsimile by March 26, 2010. Failure to respond by *April 2, 2010* will be interpreted as constructive refusal to sign.

.

We very much appreciate your attention to this matter. Please do not hesitate to contact us with any questions regarding the attached.

Very truly yours,

Wade Barbus
Paralegal

Enclosures: Copy of Application 09/975,831
Declaration under 37 CFR § 1.131 and Exhibits A-T
Self addressed stamped envelope

DOCKET NO.: 320529527US
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

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Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF PETER GREMETT UNDER 37 CFR § 1.131

I, Peter Gremett, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish conception and actual reduction to practice of the subject matter of the application, in the United States, prior to April 12, 2001.

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6. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

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Peter Gremett Date

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Wade Barbus
PHONE: (206) 359-3287
EMAIL: WBarbus@perkinscoie.com

March 19, 2010

VIA UPS

Mr. Vincent Tong
3552 McSherry Way
Alameda, California 94502

Re: US Patent application 09/975,831 for "Method and System for Integrated Online and Brick and Mortar Providing Shopping" - Client-Matter No. 32052.9527.US00

Dear Mr. Tong,

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF VINCENT TONG UNDER 37 CFR § 1.131

I, Vincent Tong, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish conception and actual reduction to practice of the subject matter of the application, in the United States, prior to April 12, 2001.

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6. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

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Vincent Tong Date

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3/25/2010 3:58:00 AM OUT FOR DELIVERY SAN FRANCISCO, CA US
3/24/2010 4:54:00 PM THE RECEIVER WAS NOT AVAILABLE TO SIGN ON THE 2ND DELIVERY ATTEMPT. A 3RD DELIVERY ATTEMPT WILL BE MADE SAN FRANCISCO,
3/24/2010 4:19:00 AM OUT FOR DELIVERY SAN FRANCISCO, CA US
3/23/2010 4:19:00 PM THE RECEIVER WAS UNAVAILABLE TO SIGN ON THE 1ST DELIVERY ATTEMPT. A 2ND DELIVERY ATTEMPT WILL BE MADE SAN FRANCISCO, CA
3/23/2010 7:13:00 AM OUT FOR DELIVERY SAN FRANCISCO, CA US
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Wade Barbus
PHONE: (206) 359-3287
EMAIL: WBarbus@perkinscoie.com

March 19, 2010

VIA UPS

Ms. Ellen Butler
2219 Steiner Street
San Francisco, California 94115

Re: US Patent application 09/975,831 for "Method and System for Integrated Online and Brick and Mortar Providing Shopping" - Client-Matter No. 32052.9527.US00

Dear Ms. Butler,

Perkins Coie was recently asked to establish that the subject matter of your above-listed patent application was conceived and reduced to practice prior to April 12, 2001. As you may recall, you assisted with a similar process, in late 2005, to establish that your invention was conceived and reduced to practice prior to April 27, 2001. To complete the current process, we kindly request that you review the attached declaration and attachments, and either:

(1) sign the attached declaration, and return the signed declaration via email to WBarbus@perkinscoie.com or via facsimile to 206.359.4287, or;

(2) if you do not wish to sign, please send us an email or facsimile stating that you have received the enclosed but do not wish to sign. Please also forward originals to the address above in the enclosed self addressed stamped envelope.

We would appreciate your response as described above via email or facsimile by March 26, 2010. Failure to respond by *April 2, 2010* will be interpreted as constructive refusal to sign.

We very much appreciate your attention to this matter. Please do not hesitate to contact us with any questions regarding the attached.

Very truly yours,

Wade Barbus
Paralegal

Enclosures: Copy of Application 09/975,831
Declaration under 37 CFR § 1.131 and Exhibits A-T
Self addressed stamped envelope

DOCKET NO.: 320529527US
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831 | Confirmation No.: 3000

Filed: October 11, 2001 | Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING** | Examiner: J. B. Dunham

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF ELLEN F. BUTLER UNDER 37 CFR § 1.131

I, Ellen F. Butler, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish conception and actual reduction to practice of the subject matter of the application, in the United States, prior to April 12, 2001.

2. I contributed to the conception and actual reduction to practice of the subject matter of the application prior to April 12, 2001. As evidence to this conception and actual reduction to practice, I refer to the following exhibits:

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EXHIBIT B:

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Email from Kamal Acharya to Mohsin Hussain; March 7, 2001;

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3. I have reviewed the above-referenced exhibits and believe that they are of such character and weight as to establish conception and actual reduction to practice of the subject matter of the application prior to April 12, 2001. Further, I believe that the above-referenced exhibits, coupled with the preparation of the application, establish due diligence from prior to April 12, 2001, to the filing of the application. As evidence of diligence between prior to April 12, 2001, and the filing of the application, I further refer to:

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Email from Kamal Acharya to Mohsin Hussain; May 4, 2001; and

EXHIBIT T:

Email from Srinivas Lingutla to Kamal Acharya; May 9, 2001.

4. The exhibits referred to herein attached herewith. These exhibits are also already of record in the application. These exhibits were filed with the USPTO on December 22, 2005, in one or more prior declarations under 37 C.F.R § 1.131.

5. I have reviewed the exhibits referred to herein and believe that they are accurate. I further believe that EXHIBITs A-P existed in the United States prior to April 12, 2001. I also believe that EXHIBITs A-P provide a complete teaching of the subject matter of the application.

6. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

_____ _____

Ellen F. Butler Date

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Wade Barbus
PHONE: (206) 359-3287
EMAIL: WBarbus@perkinscoie.com

March 19, 2010

VIA UPS

Mr. Matthew Crampton
230 Monroe Drive, #9
Mountain View, California 94040

Re: US Patent application 09/975,831 for "Method and System for Integrated Online and Brick and Mortar Providing Shopping" - Client-Matter No. 32052.9527.US00

Dear Mr. Crampton,

Perkins Coie was recently asked to establish that the subject matter of your above-listed patent application was conceived and reduced to practice prior to April 12, 2001. As you may recall, you assisted with a similar process, in late 2005, to establish that your invention was conceived and reduced to practice prior to April 27, 2001. To complete the current process, we kindly request that you review the attached declaration and attachments, and either:

(1) sign the attached declaration, and return the signed declaration via email to WBarbus@perkinscoie.com or via facsimile to 206.359.4287, or;

(2) if you do not wish to sign, please send us an email or facsimile stating that you have received the enclosed but do not wish to sign. Please also forward originals to the address above in the enclosed self addressed stamped envelope.

We would appreciate your response as described above via email or facsimile by March 26, 2010. Failure to respond by *April 2, 2010* will be interpreted as constructive refusal to sign.

We very much appreciate your attention to this matter. Please do not hesitate to contact us with any questions regarding the attached.

Very truly yours,

Wade Barbus
Paralegal

Enclosures: Copy of Application 09/975,831
Declaration under 37 CFR § 1.131 and Exhibits A-T
Self addressed stamped envelope

DOCKET NO.: 320529527US
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831 | Confirmation No.: 3000

Filed: October 11, 2001 | Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING** | Examiner: J. B. Dunham

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF MATTHEW CRAMPTON UNDER 37 CFR § 1.131

I, Matthew Crampton, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish conception and actual reduction to practice of the subject matter of the application, in the United States, prior to April 12, 2001.

2. I contributed to the conception and actual reduction to practice of the subject matter of the application prior to April 12, 2001. As evidence to this conception and actual reduction to practice, I refer to the following exhibits:

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_____ _____

Matthew Crampton Date

Method and System for Integrated Online Shopping

BACKGROUND OF THE INVENTION

FIELD OF THE INVENTION

The invention relates to online shopping. More particularly, the invention relates to a system and a family of methods that provide for online shopping of a product or service from both online and offline providers.

DESCRIPTION OF RELATED TECHNOLOGY

Presently, online shopping services provide information about only online product/service providers that have a storefront Web access, which usually do not have a physical retail store. Such information does not include comparison information about providers of a product/service based on information received from both online and offline providers. Therefore, bargain-seeker shoppers do not fully trust current online product/service pricing information, and majority of shoppers end up using the information they receive from online searching to local physical retail providers for final price comparison. Often, such bargain-seeker shoppers get a better deal or competitive price from a local physical provider and eventually do the shopping offline. Local physical retail providers further attract shoppers because they provide in-store product touch and feel experience, quick delivery and pickup, and convenient return policies.

Furthermore, current online shopping services do not give detailed information about offline providers, such as in-store pick up policies, in-store return policies, and other detailed information.

There is a need, therefore, for online shopping services that provide shoppers with the ability to find the most competitive price for product/service and comparison information about online and offline providers of such product/service, all in one integrated search. There is also a need for online shopping services that attract and retain offline product/service providers by highlighting their detailed information and features online.

SUMMARY OF THE INVENTION

One presently preferred embodiment of the invention provides a system and a method for providing an integrated electronic list of providers for a product or service that comprises the steps of determining at least one online provider, determining at least one offline provider, and integrating the at least one online service provider with the at least one offline service provider to provide an integrated list of providers.

Another presently preferred embodiment of the invention provides a system and a method for providing online comparison information about at least one online provider and at least one offline provider of a product or service. The comparison information may also include comparison information about the offline providers of the product or service.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 shows a flow chart for online shopping according to one embodiment of the present invention;

Figure 2 shows a representation of a search result according to one embodiment of the present invention; and

Figure 3 shows a representation of an exemplary system for providing integrated shopping information.

DETAILED DESCRIPTION OF THE INVENTION

The invention contemplates a new and unique system and a family of methods for online shopping, which may be implemented in a network of computer systems, such as the Internet.

Online shoppers may include those shoppers who both search and shop a product or service online. These shoppers usually do not check the online price information with the price information offered by local product/service providers for getting a bargain price. One the other hand, online shoppers may also include those bargain-seekers, price-driven shoppers who usually take the information they receive from online search results to offline local providers, looking for a better deal and/or special offers, sales, and/or coupons. Therefore, current online shopping services lose revenue unless they provide an integrated list of both online and offline product/service providers in response to a search for a product/service, as will be discussed below.

Figure 1 shows a block diagram representation of a method of online search process according to a preferred embodiment of the invention. A shopper may request an online search for a product or service, in step 102. A shopper may request for a product/service search based on a category of products/services, such as toys, electronics, or cleaners. A shopper may also request for a product/service based on a name or an identification code of a specific product or service, such as a game, a television set, or a carpet cleaner. A request for a product or service may be also based on a name or an identification code of a product/service provider, such as a specific toy store, an electronics distributor, or a cleaner. A search request for a product or service may be limited to a geographical area. A desired geographical area may be identified by a shopper's city and state, zip code, and/or a target location. A geographical area may be limited to a proximity range, such as a default or a user-defined search radius about a target location.

After receiving an online search request for providers of a selected product or service, according to one embodiment of the present invention, a search is conducted for both online and offline providers of the desired product or service. In step 104, the database 106, which contains information about online providers, is searched. These "pure-play e-tailers" include those online providers with a Web storefront, which may not have physical retail outlets. They may allow the shoppers to trade with them only through online shopping.

In step 108, the database 110, which contains information about offline providers, is searched. The offline providers may include the offline "brick-&-

mortar" providers, which have physical retail outlets but no Web storefront, such as local mom-&-pop stores. The offline providers may also include the offline "click-&-mortar" providers, which have physical retail outlets as well as Web storefront. These offline providers may allow the shoppers to trade with them either online or offline.

In step 112, the search results for both online and offline providers may be combined to generate an integrated search result for the desired product or service. Figure 2 presents an exemplary integrated provider page 202. The integrated provider page 202 may include a first portion 204, pertaining to the online providers that carry the desired product/service, and a second portion 206, pertaining to the offline providers that carry the same product or service.

In step 114, the online providers of a desired product or service may be compared to the offline providers of such product or service. The provider page 202 may also include a third portion 208 that may provide comparison information about online and offline providers of a selected product or service. The comparison information may be based on providers rating, a product/service price, product/service availability, user review, professional/expert review, and special promotions, such as coupons and/or sales, and/or return/pickup policies. Therefore, the bargain-seeker, price-driven, and sales-fanatic shoppers may conveniently get the providers comparison information online, and may do more online shopping confidently. This attracts more shoppers to do online shopping, attracts more "brick-&-mortar" offline providers to join online shopping services, and retains more "pure-play e-tailer" online providers.

The list of offline providers of a product or service may be based on a target geographical location. Shoppers may choose such target locations to be their home, work, or other locations. A shopper may choose one of several target locations, which may have been already created and stored for future use.

The comparison information may also include comparison information about the offline providers of a selected product or service, which may be based on information such as proximity to a target location, price, rating, special promotions, product/service availability, or user and/or expert review. The list of offline providers may be prioritized based on a desired factor, such as proximity to a target location, price, rating, or user and/or expert review. When an online shopper selects an offline product service provider from a provider page 206, the shopper may receive detailed information about the selected offline provider.

The provider page 202 may contain a direct link to an offline provider page 210 that may provide detailed information for a selected offline provider. Such detailed information may include a provider's business name, address, phone number, photo, map, working hours, rating, user and/or expert reviews, driving direction, sales and/or coupons, and in-store pickup and/or return policies of online purchases. The offline providers may regularly update their information. The provider page 202 may also contain a direct link to an online provider page 212, which may provide detailed information about a selected online provider and/or a product or service page.

In another embodiment of the invention, a provider locator allows searching for a desired provider, which may include an A-Z directory of providers, a directory of product/service categories, and/or a provider department page.

The method and system of the invention creates a comparison shopping experience that enables online shoppers to shop online confidently and conveniently, knowing that they are getting the best deal for a product/service based on online comparison information about online and offline product/service providers. The system and method of the present invention provides a multi-channel search result, an integrated list of online and offline providers, and providers comparison information.

Figure 3 shows a representation of an exemplary system for providing integrated shopping information according to one embodiment of the invention. The user terminals 302, 304 may include the hardware and software modules to implement the disclosed invention. The user terminals may also include the necessary devices and software modules to connect to the global telecommunication network 306, which may include the Internet. A shopper may use a user terminal to search for shopping information that may be warehoused in the databases 308, 310. The shopping service providers or system managers may regularly update the databases.

Thus, the system and method of the present invention saves shopping time for bargain-seeker shoppers, attracts more physical product/service retail outlets to join online shopping services, and retains the online product/service providers.

Accordingly, although the invention has been described in detail with reference to particular preferred or exemplary embodiments, persons possessing ordinary skill in the art to which this invention pertains will appreciate that various modifications and enhancements may be made without departing from the spirit and scope of the claims that follow.

CLAIMS

1. A method for providing an integrated electronic list of providers, comprising the steps of:

determining at least one online provider for an item;

determining at least one offline provider for the item; and

integrating the at least one online provider with the at least one offline provider to provide an integrated list of providers for the item.

2. The method of Claim 1, wherein the determining steps follow a request for a product.

3. The method of Claim 2, wherein the request is for a product category.

4. The method of Claim 2, wherein the request is for a desired geographical area.

5. The method of Claim 4, wherein the request is for a predetermined proximity to a target location.

6. The method of Claim 1, further including:

providing comparison information for the at least one online provider and the at least one offline provider for the item.

7. The method of Claim 6, wherein the comparison information includes price comparison.

8. The method of Claim 6, wherein the comparison information includes rating comparison.

9. The method of Claim 6, wherein the comparison information includes review comparison.

10. The method of Claim 6, wherein the comparison information includes availability comparison.

11. The method of Claim 6, wherein the comparison information includes special promotion comparison.

12. The method of Claim 6, wherein the comparison information includes electronic wallet comparison.

13. The method of Claim 6, wherein the comparison information includes return-policy comparison.

14. The method of Claim 1, further providing:

providing comparison information about at least two offline providers.

15. The method of Claim 14, wherein the comparison information includes in-store return policy of online purchases.

16. The method of Claim 14, wherein the comparison information includes in-store pickup policy of online purchases.

17. The method of Claim 14, wherein the comparison information includes special promotions.

18. The method of Claim 14, wherein the comparison information includes coupon-availability information.

19. The method of Claim 14, wherein the comparison information includes proximity to the at least two offline providers.

20. The method of Claim 14, wherein the comparison information includes direction to the at least two offline providers.

21. The method of Claim 14, wherein the comparison information includes user review.

22. A computer readable medium embodying a method for providing an integrated electronic list of providers, the method comprising the steps of:

determining at least one online provider for an item;

determining at least one offline provider for the item; and

integrating the at least one online provider with the at least one offline provider to provide an integrated list of providers for the item.

23. A system for online shopping, comprising:

at least one user terminal;

at least one database containing information about online and offline providers;

means for searching the database and for providing an integrated list of online and offline providers in response to a search request for a selected item; and

means for comparing the online and offline providers for the selected item.

24. The computer system of Claim 23, further implemented on a network environment.

25. The computer system of Claim 24, wherein the network environment further comprising a global communications network.

Method and System for Integrated Online Shopping

ABSTRACT

The method and system of the present invention provides a comparison shopping experience that enables online shoppers to shop online confidently and conveniently, knowing that they are getting the best deal for a product/service based on online comparison information about both online and offline providers of a product/service. The system and method of the present invention provides a multi-channel search result, an integrated list of online and offline providers, and comparison information about providers of a selected product or service. Thus, the system and method of the present invention saves shopping time for bargain-seeker shoppers, attracts more physical product/service retail outlets to join online shopping services, and retains the existing online product/service providers.

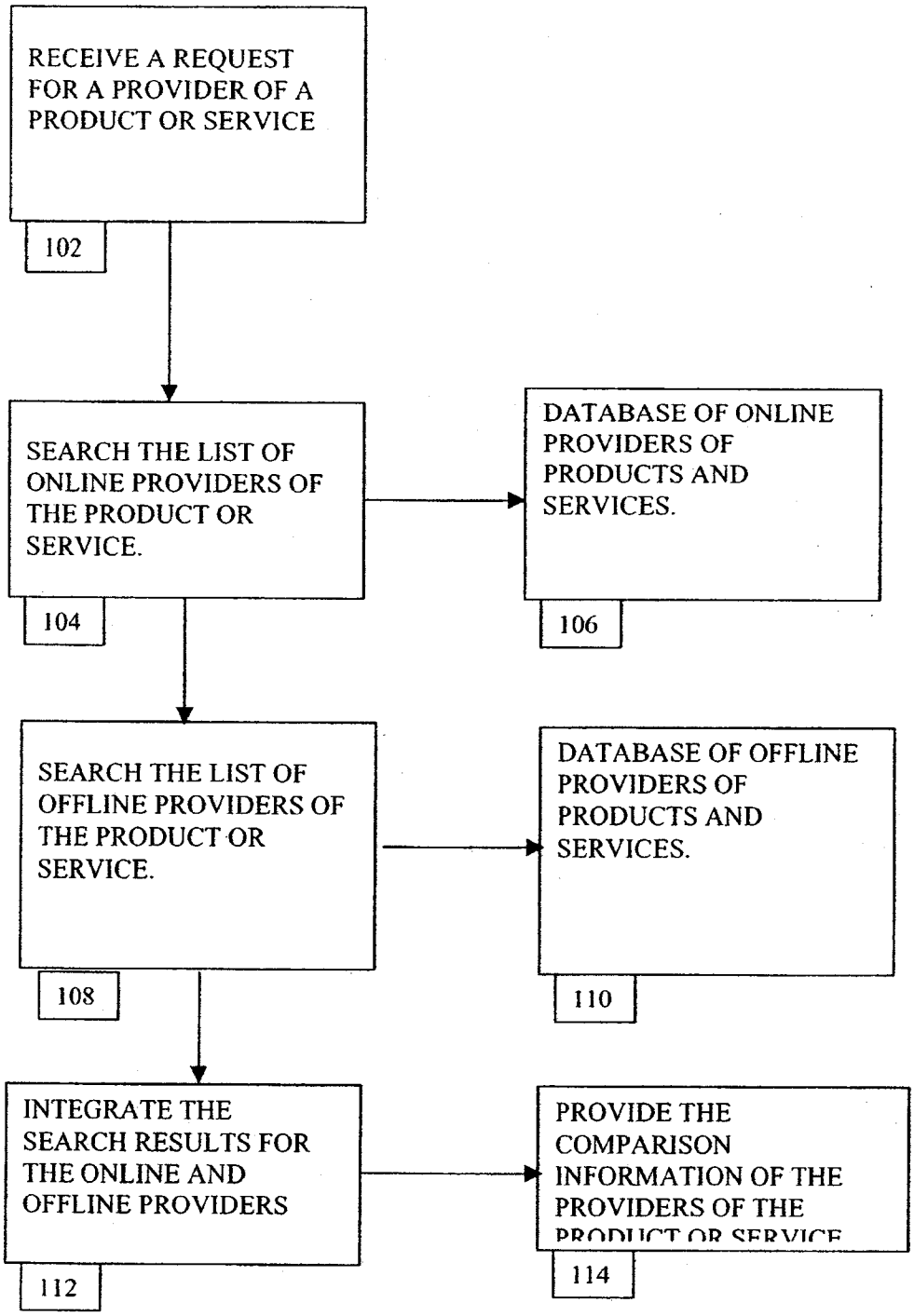
RECEIVE A REQUEST FOR A PROVIDER OF A PRODUCT OR SERVICE
102
SEARCH THE LIST OF ONLINE PROVIDERS OF THE PRODUCT OR SERVICE.
104
DATABASE OF ONLINE PROVIDERS OF PRODUCTS AND SERVICES.
106
SEARCH THE LIST OF OFFLINE PROVIDERS OF THE PRODUCT OR SERVICE.
108
DATABASE OF OFFLINE PROVIDERS OF PRODUCTS AND SERVICES.
110
INTEGRATE THE SEARCH RESULTS FOR THE ONLINE AND OFFLINE PROVIDERS
112
PROVIDE THE COMPARISON INFORMATION OF THE PROVIDERS OF THE
114

Figure 1

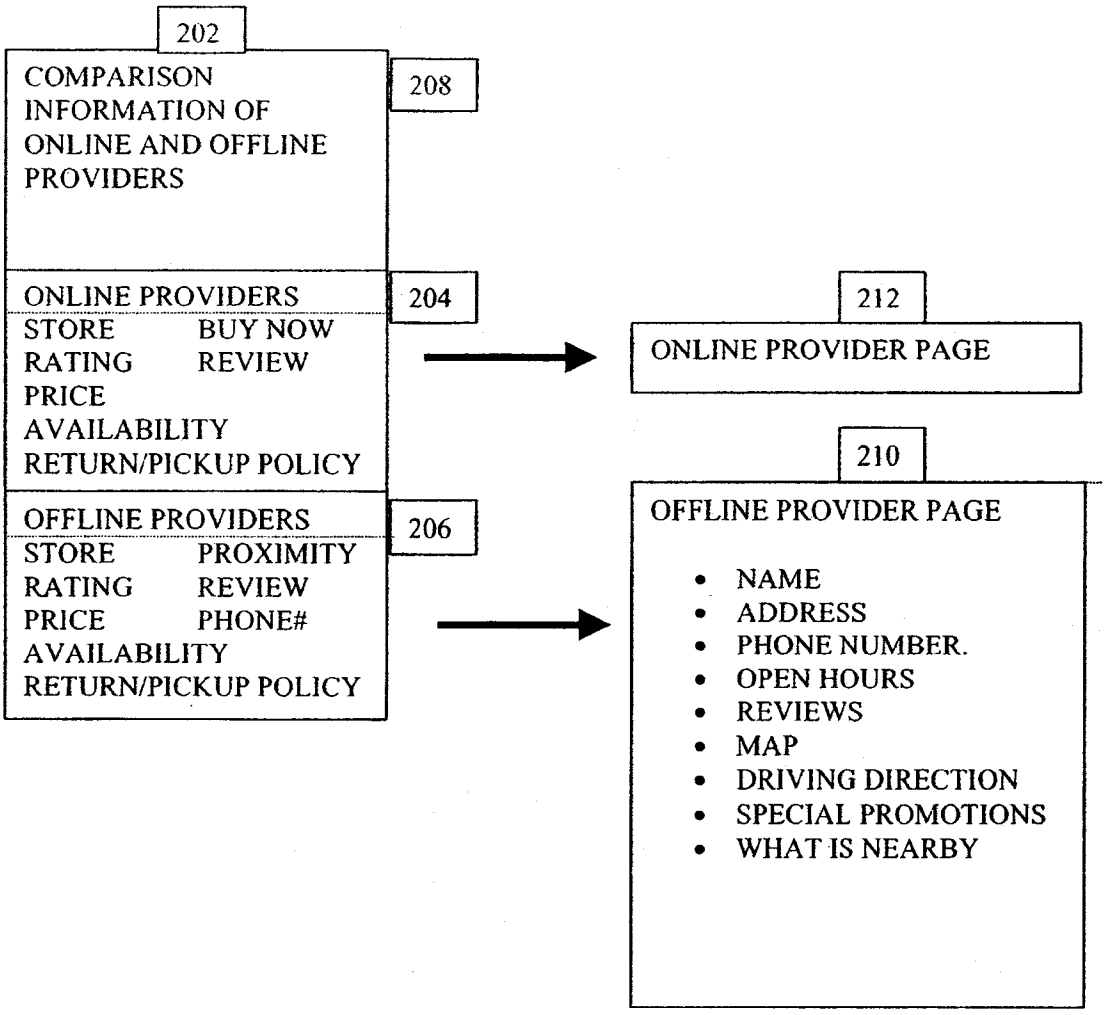
202
COMPARISON INFORMATION OF ONLINE AND OFFLINE PROVIDERS
208
ONLINE PROVIDERS
204
STORE BUY NOW
RATING REVIEW
PRICE
AVAILABILITY
RETURN/PICKUP POLICY
OFFLINE PROVIDERS
206
STORE PROXIMITY
RATING REVIEW
PRICE PHONE#
AVAILABILITY
RETURN/PICKUP POLICY
212
ONLINE PROVIDER PAGE
210
OFFLINE PROVIDER PAGE
NAME
ADDRESS
PHONE NUMBER.
OPEN HOURS
REVIEWS
MAP
DRIVING DIRECTION
SPECIAL PROMOTIONS
WHAT IS NEARBY

Figure 2

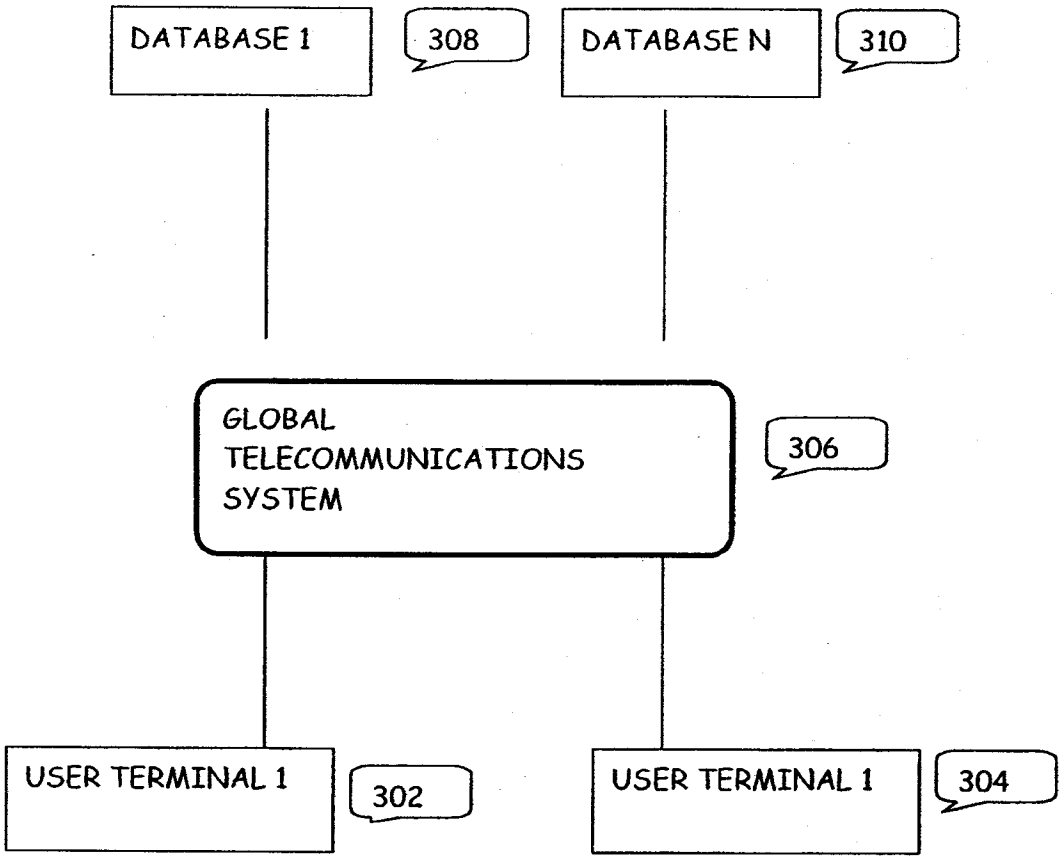
DATABASE 1
308
DATABASE N
310
GLOBAL
TELECOMMUNICATIONS
SYSTEM
306
USER TERMINAL 1
302
USER TERMINAL 1
304

Figure 3

Shop@Anywhere

Episode 2: Online/Offline Integration

Code Name: Yoda

Advanced Planning Meeting

Vincent Tong

10/16/00

Feel the "Brick-& Mortar" Force...
Online retail sales will reach only a modest 7% of the total retail market within the next 4 years
(Red Herring/Forrester Research 07/00)

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What's the problem we are trying to solve?

- Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00)
- Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from physical store nearby all-in-one-place
- Neither AOL nor our key competitors are addressing this need

"82% of all online buyers look [online] for the most convenient off-line physical store location" – Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" – Jupiter

Shop@

Goals

SHORT-TERM (Shop@Anywhere Bullet - 6 months)

- Make shopping easier and more convenient by helping consumers to locate nearby physical stores of "click-&-mortar" Shop@ merchant partners
- Highlight local offerings from "click-&-mortar" merchant partners (e.g. physical store presence, local store return/pick-up for online sales)
- Earn consumers' trust, as they release their zipcode/address to us
- Generate additional pages views
- Drive local ad impressions via Digital City

LONG-TERM

- Provide a true multi-channel (both online and offline) merchant comparison environment with store-level product pricing and availability from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants

Shop@

Project Metrics

- Deploy store locator feature and highlight local store offering for 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, after 3 months

- 15% of store locator users will "store" their zipcode/address for repeat usage, after 3 months

- Generate additional 17M pages views in year 1

- Drive $1.3M local ad impressions via Digital City in year 1

Value Proposition

Consumers

- Convenience! -- This will make the info needed for my purchase decision readily available (local store listings of merchants)
- Quick access to local store content (e.g. nearby restaurants, driving direction) to satisfy my need for entertainment & instant gratification
- In the long term, "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)
- Bottom Line = AOL provides us with the best comparison shopping for online merchants and local stores — HIGH

Value Proposition

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

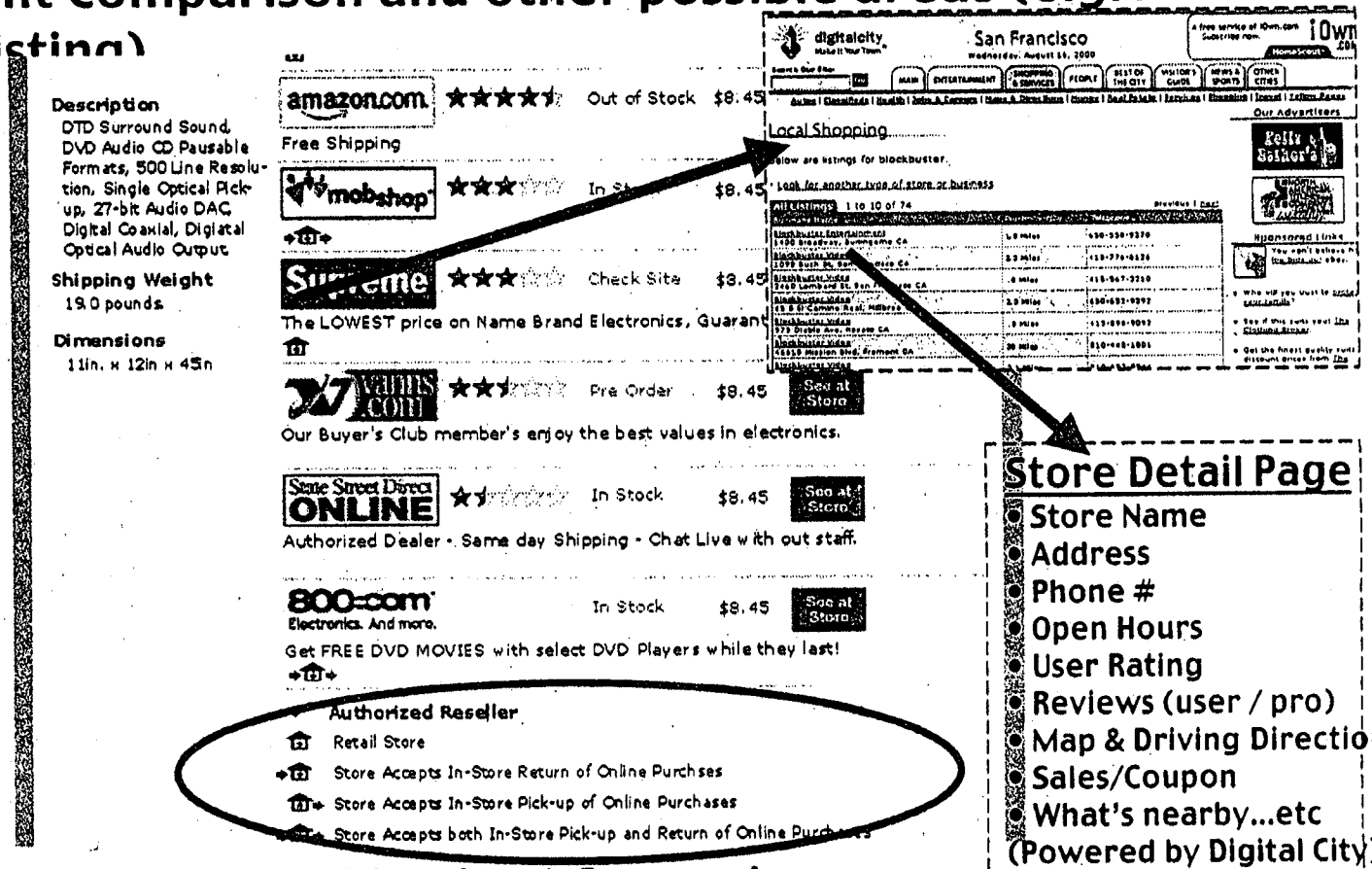
The Store Locator

⌘ **Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Listing)**

PLUS

¥ User may store multiple target locations (link to UMP?)

¥ Local store return/pick-up policy for online sales



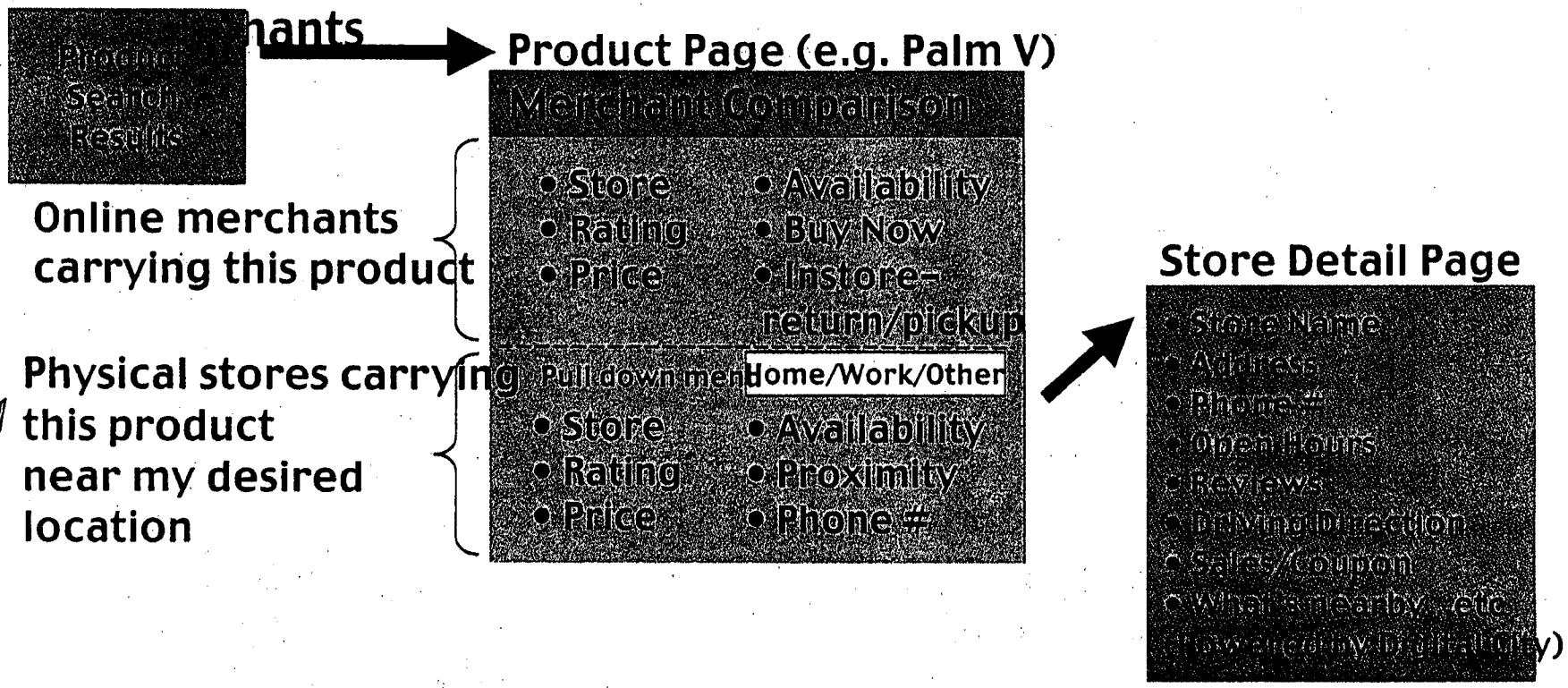
Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final

Shop@

The Long Term Vision (outside the scope of this bullet)

- Provide a true multi-channel (both online and offline) merchant comparison environment with the latest store-level product pricing and availability info from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants



Cost and Benefit

Revenue & Traffic Impact

Generate $1.3M in yr 1 & $1.8M in yr 2 via local ad impressions

Generate additional 1.3M page views in yr 1 & 1.8M in yr 2

Open future revenue opportunities via this localized platform

Did I mention Y!, MSN and Amazon don't have it?

Retention

Consumers:	HIGH
Click-&-Mortar Merchants:	HIGH
Pure-play e-tailers:	-ve

2-month Development Cycle (Est.)

Engineering	3.5 pm
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

pm = person-month

Key Dependencies / Risks

- ⌘ Depends on Digital City to provide the proximity search and the localized content – *Mitigation: Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request*

- ⌘ Privacy concern on allowing user to store zipcode/address – *Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Kent once features are finalized*

- ⌘ Negative reaction from "pure-play" e-tailer partners – *Mitigation: Ask Account Management team for feedback*

- ⌘ Different product assortment at Web channel vs. Physical store channel for a merchant – *Mitigation: create*

Open Issues

- Can/should we deliver the "stored" user zipcode / address to UMP? – Need to check with Personalization Divlet

- In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Listing, Dept Pages) – Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.

- Do we need permission from merchant partner to deploy "Store Locator"? – Need to check with Acct Mgmt

What's Next?

- Core team assignment – this week
- Further investigate open issues and risks
- Project Kick-off Review & PRD – week of 10/30/00

B

Product Requirements Document (PRD)

Shop@Anywhere Bullet - Online/Offline Integration *<Code Name: Yoda>*

[Release 1.0] [10/23/00]

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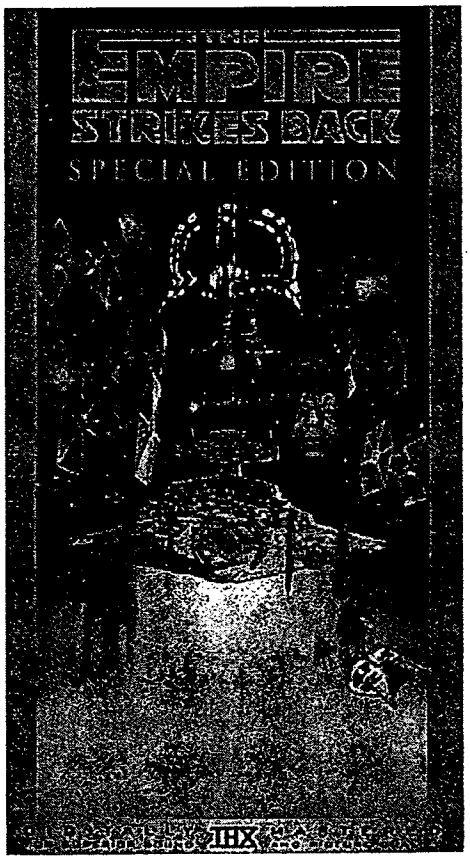

☒ Review Draft
☐ Final for Acceptance by Core Team

Document Owner
Vincent Tong, Sr. Product Manager, Shop@ Products Group, AOL
EMAIL vincentt@netscape.com, AIM vincentmkt007, TEL 650-937-4775

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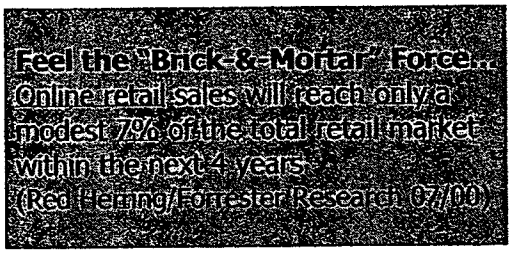
EXECUTIVE SUMMARY



Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). The Shop@ channels have done nothing to address this need so far. There is a huge opportunity for AOL to win the online/offline integration battle vs. the competition by having Digital City and Shop@ channels joined forces. Immediately, consumers will witness a better comparison shopping experience with the ability to easily and conveniently find nearby retail locations of "click-&-mortar" merchant partners. In the long term, we will be able to open up new revenue opportunity by moving up the value chain (e.g. enabling large manufacturers/distributes to sponsor their "brick-&-mortar" dealers). It is an important yet simple first step to the right direction.

PURPOSE OF PRD

The purpose of this document is to define the target for the product team and extended operational team. It communicates the objectives and priorities of the product so that the product team makes the best decisions. It translates/tie business objectives so that team members can clearly understand how their work contributes.

REVISION HISTORY/CHANGE SUMMARY

Release 1.0: (10/23/00) Initial draft for review by core team.

ASSOCIATED DOCUMENTS

The following documents will also be written in conjunction with this requirement document.

Design/Testing:
- Technical specifications- Kamal A.
- Usability tests – Peter G.
- Test Plan – QA lead?

Launch:
- Marketing plan – Vincent T.

Post-mortem:
- Postmortem - Vincent T.

PRODUCT CONTACTS

Product Development Team (- Core Team)*

Name	Organization	Role	Phone	E-mail
Vincent Tong*	Shop@Products	Product Mgr	650 937 4775	Vincentt@netscape.com
Amanda Halbert*	AOL e-commerce	Business Owner	703-265-1151	ahalbert@aol.com
Randy Wagner*	Digital City	Digital City Counterpart	703-265-3342	rwagner8@aol.com
Kamal Acharya *	Shop@Products	Engineering Mgr	650 937 4383	acharya@netscape.com
Peter Gremett*	Shop@Products	UI Designer	650 937 6504	Pgremett@netscape.com
TBD*	Shop@Products	Project Mgr		
Aron Boggs	AOL e-commerce	Interface with AOL Member Support	703-265-1468	boggsaron@aol.com

Stakeholders and their Representatives (- Key)*

Name	Organization	Role	Phone	E-mail
Katherine Borsecnik*	AOL e-commerce	Executive "Good to Go" approval	703 265 3480	KatherineB/a@aol.com
Todd Goldman*	Shop@Products	Executive "Good to Go" approval	650 937 6434	tgoldman@netscape.com
Patrick Gates*	AOL e-commerce	Executive "Good to Go" approval	703 265 0037	Patrickgates/a@aol.com
Jim Ambach*	Shop@Products	Executive "Good to Go" approval	650 937 3948	ambach@netscape.com
Todd Unger*	Digital City	Executive "Good to Go" approval	703-265-0209	Digitodd@aol.com
Jim Bramson	Legal	Legal Counsel	703-265-1075	JimBramson@aol.com
Carol Madson	Shop@Netscape	Shop@Netscape representation	650-937-6268	cmadson@netscape.com
Veronica Gabriel	Shop@CompuServe	Shop@CompuServe representation	614-538-3842	vgabriel00@cs.com
Chris Iannuccilli	Interactive Marketing /Account Management	Communication with merchant partners	415-844-9134	Iannuccilli@aol.com
Sean Guy	AOL Member Services	AOL Member Support	703-265-1510	seang567@aol.com
Al Patel	AOL E-commerce	Mar Comm	703-265-2793	Alkentpatel@aol.com

CONCEPT AND OBJECTIVES

Goal

IMMEDIATE GOAL
Unlock the power of Digital City, AOL's crowned jewel in the localized content play, into the Shop@ space. Create a better comparison shopping experience by enabling Shop@ users to easily and conveniently find nearby retail locations of Shop@ merchant partners.

LONG TERM VISION
Provide a true "one-stop-shop" for consumers to comparison shop. They may perform product search and merchant comparison on individual products from large and small "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.

Problem Definition

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from nearby physical store all-in-one-place. The Shop@ channels are not addressing this need at the moment.

"32% of all online buyers look [online] for the most convenient off-line physical store location" - Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" - Jupiter

Business Objectives

Categories	Objectives
Consumer Satisfaction	Increase retention by making comparison shopping easier and more convenient
Merchant Partner Satisfaction	Increase retention of "Click-&-Mortar" merchant partners by highlighting their "offline" assets
Strategic	Earn consumers' trust, as they release their zipcode/address to us
	Open up future revenue opportunities via this localized platform (e.g. move up the supply chain to add value to manufacturers and to mom-&-pop stores)
Traffic	Generate incremental pages views
Revenue	Drive local ad impressions via Digital City

Prioritized Metrics

How do we know if we succeed?

Type	Priority	Metrics
Consumer & Merchant Partner Satisfaction	H	Deploy Yoda to 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, within 3 months after the initial launch
Consumer Satisfaction	H	Achieve a click-thru rate of 5% for the "Store Locator" feature, within 3 months after the initial launch
Strategic	M	15% of users will "store" their zipcode/address for repeat usage, within 3 months after the initial launch
Page Views	H	Generate incremental page views of 21M in year 1 and 32M in year 2 (see Product Economics for assumptions)
Revenue	H	Drive additional local ad impressions via Digital City valued at $1.6M in year 1 and $2.4M in year 2 (see Product Economics for assumptions)

High level constraints

Categories	Constraints
Budget	None identified (It's been approved as part of the Shop@Anywhere Bullet)
Schedule	None identified
Staffing	UI resource constraint
Merchant	None identified

MARKET ANALYSIS & OPPORUNITY

Target Users

The primary audience is the current users of Shop@ channel: (Tier 1: Shop@AOL & Shop@AOL.com. Tier 2: Shop@Netscape & Shop@CompuServe. Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp) The prioritization is based on their need and desire to shop offline.

- Priority 1: "Shirley"
- Priority 2: "Steve"
- Priority 3: "Chantilly"

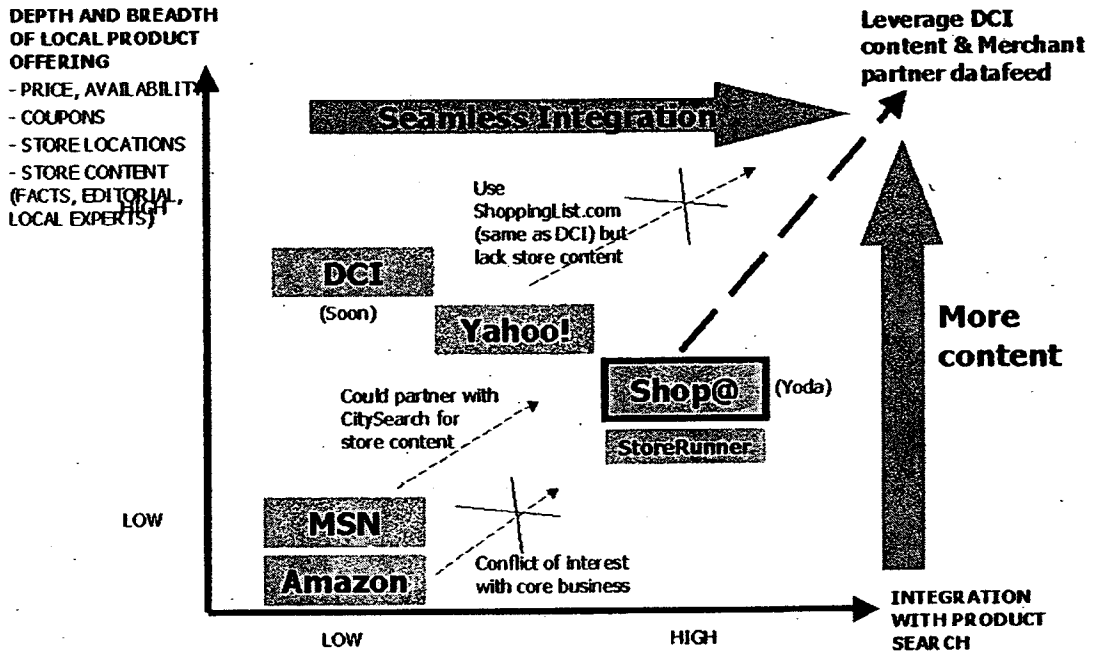
(See appendix for the AOL Shopping Personas)

The secondary audience is the potential traffic coming from Digital City via the Shop@AOL.com integration points. Digital City is the most trafficked local content network in the U.S. with over 6M unique users/month, 8% reach (Media Metrix, June 2000 Home/Work).

- Priority 1: "Clicks-and-mortar shoppers": Using this term loosely to describe people who research/shop online as a means to buying offline. Research discussed at the Kelsey Local Commerce Conference indicated that 60%-70% of online shopping results in offline purchase, approaching $750 million in annual purchases within the next few years.
- Priority 2: "Shopping enthusiasts": people who love to shop and see shopping and "the thrill of the hunt" as entertainment. Includes both in-town and visitor segments (about 50% of unique users for any particular Digital City come from outside the market)
- Priority 3: "Bargain-seekers": price-driven shoppers and sales fanatics interested in where to get the best deal, coupons/special offers, and sales.

(Source: Todd Unger, Digital City. Prioritization by Vincent Tong)

Competition



The winner will be determined by its ability to seamlessly deliver the most comprehensive store-by-store product content and store content. With Digital City as the competitive advantage on the store content front, the Shop@ channels are well positioned to win the online/offline integration war. To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels <See Long Term Vision>

PRODUCT ECONOMICS

AOL monetizes this product directly via incremental page views to Digital City.
Please see appendix for more detail.

Summary	Jan-Dec 2001	Jan-Dec 2002
Incremental page views	21M	32M
Revenue	$1.6M	$2.4M
Est. based on $75 CPM		

KEY ASSUMPTIONS

- Only traffic driven by the Merchant Comparison area's "Store Locator" feature via Product Pages and Shopping Assistant are considered here.
- Traffic via other integration points (e.g. A-Z Store Directory, Department pages) are too trival

- Future revenue opportunity as we built this localized platform is not considered in this model
- Higher retention rate of "Click-&-Mortar" merchants are not considered in this model
- The growth rate of online buyers from Jupiter is applicable to that of our users

PRODUCT AND SERVICE

Value Proposition

Consumers

- Convenience! -- Make comparison shopping easier, as the local store listings of merchants are readily available with a click of the button at convenient places within the Shop@ environment (e.g. Merchant Comparison area)
- Quick access to entertaining and helpful local store content via Digital City's Details Page (e.g. map, driving direction, user review, professional review, store sales, coupons)
- Bottom Line = AOL provides us with a better comparison shopping experience for online merchants and local stores — HIGH

*In the long term, we should be able to expand the universe of Shop@ partners to include "brick-&-mortar" only stores. "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

Prioritized Requirements

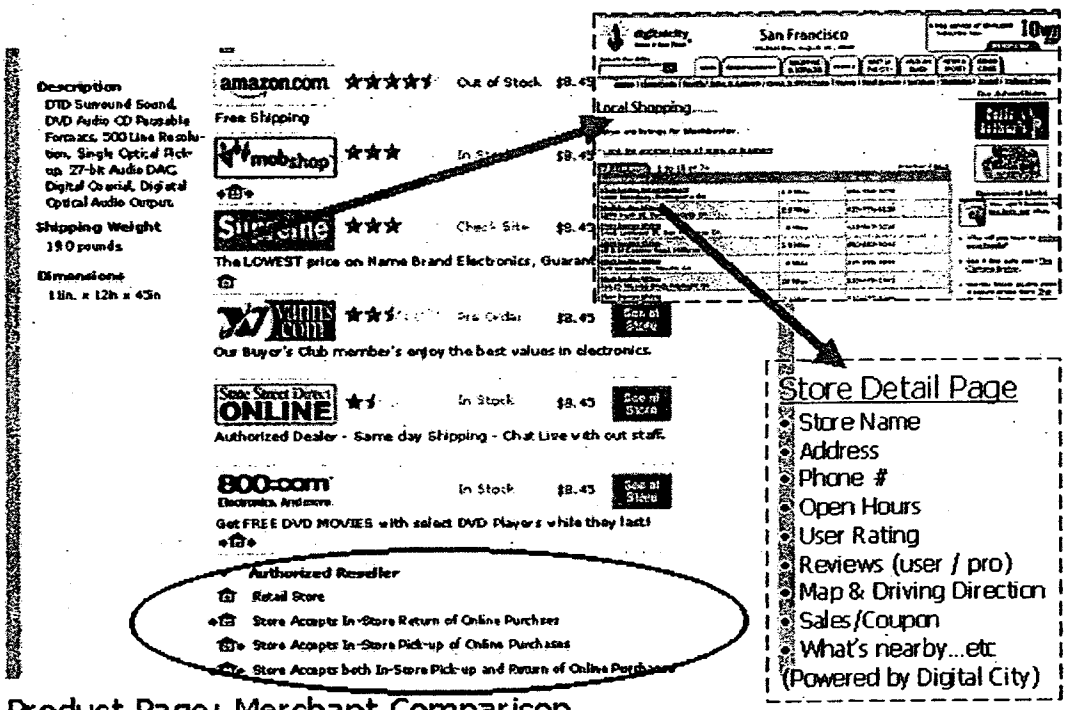
The purpose here is to clearly communicate prioritized requirements to engineering, UI and QA so that they can make the correct trade-offs when making and implementing design decisions. The following requirements are prioritized as follows:

- P0 = Non negotiable. It isn't a functional product without this feature.
- P1 = Critical. Product can initially exist without this feature but not for long.
- P2 = Differentiating feature that may provide significant marketing value.
- P3 = Would be nice to have.

Please also see appendix for Terms and Definitions

Summary

- Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Directory)
- User may store multiple target locations (link to UMP)
- Indicators of merchant's local store return/pick-up policy for online sales



Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final design) page 7

Requirements	Priority
DRIVE AWARENESS AT SHOP@ CHANNELS	
"Store Locator" indicator next to each "click-&-mortar" merchant partner. It triggers the proximity search feature	P0
Clearly identify the different types of in-store return/pick-up policy for online sales of each "click-&-mortar" merchant partner A) Store Accepts In-Store Return of Online Purchases B) Store Accepts In-Store Pick-up of Online Purchases C) Store Accepts Both In-Store Return and Pick-up of Online Purchases D) Don't know or None	P1
Placement in Merchant Comparison area (includes but only limited to Product Page and Shopping Assistant) across Shop@channels	P0
Placement in Department Pages across Shop@channels	P1
Placement in A-Z Store Directory across Shop@channels	P1
Display the number of nearby stores for each "click-&-mortar" merchant within the default/predefined radius of the user's "stored" target location	P2
TARGET LOCATION(S)	
Solicit user for address, zipcode or city, state (within Shop@ channels). Pre-fill the form on repeat visits with the last selection (cookie?).	P0
Enable the same functionality for "Find It Locally"[1] feature under Shopping Search	P1
Enable and encourage user to "store" multiple target locations (e.g. home, work, grandma's house). User may easily pick any one of their target locations to perform the proximity search. Requires authentication of the corresponding membership (e.g. AOL, CompuServe, Netscape). Information will be stored as an extended UMP profile for the user so that the data will be standardized and tightly controlled and other applications can share this data (should collaborate with MapQuest and UMP owner Rizwan Ali on this).	P2
Pre-fill target location form from user's core UMP under Shop@AOL and Shop@ CompuServe (if any). <Subject to Privacy Issue>[2]	P3
User may define the search radius (could be stored along with the target location as well)	P3
PROXMITY SEACH (BY DIGITIAL CITY)	
Search: With the target location, merchant name and search radius (default or user-defined) as parameters, search for the merchant partner's physical stores in the Digital City directory.	P0
Presentation of Search Result: Minimally, the search result must display store name, proximity to target location and phone number. If there is no result, user will be advised to return to select another Shop@ merchant partner. If there are more than one search result, the stores will be ranked by proximity starting with the closest one.	P0
To ensure accuracy of search result (e.g. Blockbuster Fireworks Inc. should not be returned as a search result for "Blockbuster"), the "click-&-mortar" merchant partners should be mapped to their retail outlets at the Digital City directory (e.g. add a Shop@ merchant ID to all Blockbuster stores and use this ID as search	P0

[1] "Find It Locally" resides on the Shopping Search 2.0 Result Page. Currently, it collects a zipcode from the user and passes the search's product category and the zipcode to Digital City. The result would be a list of offline merchants under the same product category and the zipcode.

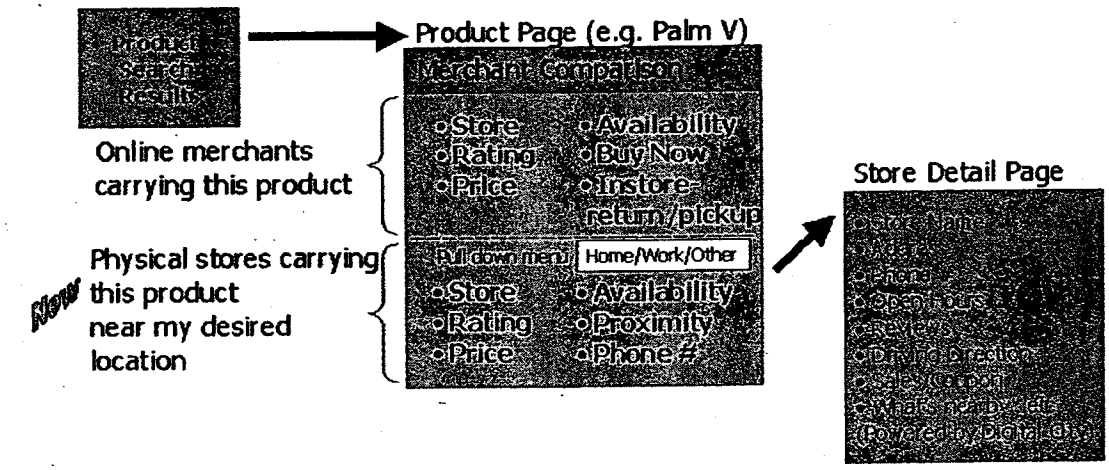
[2] Currently, UMP (Unified Member Profile) is at it early infancy. According to UMP's Product Manager Rizwan Ali, it does not collect info from subscriber's billing profile (due to privacy issue) and depends largely on My AOL.com. Moreover, information stored at core UMP (e.g. address, birthday) also need to be assigned whether it could be shared for application outside My AOL.com or not.

parameter instead of merchant name)	
Each search result contains a direct link to the store's Details Page	P0
STORE DETAILS PAGE (BY DIGITAL CITY)	
Content Availability: With an estimated launch in mid-Dec 2000, the Details Page is the heart of Digital City's enhanced shopping directory. While the exact amount of content for each location may vary depending on Digital City's content acquisition efforts. Here is the prioritized list of content item for all "click-&-mortar" merchant partners.	
- Venue description (store name, address, phone #, & editorial)	P2
- Photo	P2
- DCI Utilities ("Map") & Driving Directions (takes the target location)	P0
- Enhanced Data – hours, accepted payment, price info, return policy, parking, cross street, upcoming events	P2
- Local Expert Reviews	P2
- Fulfillment Tools (sales, coupon) via ShoppingList.com co-brand	P1
- Shop@ Integration (static link to Shop@AOL.com)	P0
- NetBusiness Biz Card tie-in	P3
Update Content: With a one week turn-around time, a Digital City Producer should be able to update the "factual" content items of individual listing upon the request of Shop@ merchant partners via their Account Managers. These items include "Enhanced Data" & "Venue description" (except for the editorial). Moreover, the producer should also be able to handle adding a new store and deleting a "closed" one in the same time frame as well. The change should propagate across the Digital City directory.	P0
Block "Unfriendly" Advertising: With a one week turn-around time, a Digital City Producer should be able to filter out advertising deemed "unfriendly" by the Shop@merchant partners. The change should be limited to only this co-branded Details Page.	P2
THE DIGITAL CITY & SHOP@ CO-BRAND EXPERIENCE	
Until the user returns to the Shop@ channel, his/her entire experience after igniting the "Store Locator" feature will be co-branded by Digital City and the corresponding Shop@ channel	P0
The co-branded site will be stripped of all non-shopping related content to minimize distraction of user's online shopping activity. However, user can always access the entire product offerings of Digital City by clicking on the "Digital City" logo.	P1
CUSTOMER CARE	
Self Help FAQ on this feature should be readily available within the co-branded environment	P0
Consumer feedback form should be readily available within the co-branded environment. The "categorized" feedback form is a vehicle for Shop@ Product Group to collect user comments on this feature and is NOT meant to be answered by customer service.	P1
REPORTING	
# of impressions, click-thrus and empty result of the "Store Locator" feature for each "click-&-mortar" Shop@ merchant partners, per Shop@ channel-location (e.g. Product Page's Merchant Comparison at Shop@Netscape.com)	P0
# of Page Views at Digital City & Shop@ co-branded page via the "Store Locator" feature, per Shop@ channel	P0
# of Unique Users "storing" their target location for repeat usage	P1

Long Term Vision

Summary

Provide a true multi-channel (both online and offline) product search and merchant comparison environment on individual products from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.



- Seamlessly integrate the latest product information (e.g. availability, pricing) of individual physical retail locations of Shop@ merchant partners into Shop@ Product Search and Merchant Comparison all-in-one-place.
- Include product information on store-by-store level from "Click-&-Mortar" merchant partners into the Datamart
- Include product information on individual "Brick-&-Mortar" Mom-&-Pop stores (sponsored by manufacturers?) into the Datamart
- Provide Product Page for "Specialty" items, currently un-available due to the lack of product content. With local store information, it might be compelling enough to have a Product Page for Guess Jeans.

Be patient....
Unfortunately, merchants are NOT ready yet. Most "Click-&-Mortar" merchants have NOT synchronized their Web and physical store retail channels. That means they lack the ability to pinpoint the availability or even the pricing of an individual product for each of their physical stores. Echoing the "Competition" section...: To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels.

UI Design Goals

AOL Shopping Persona	User Experience Goals to "Find nearby stores of Shop@ merchant partners"
Shirley	- EASY: The "Store Locator" features are conveniently located next to all "click-&-mortar" merchant partners throughout the Shop@ channel. It's so easy to find them. - SENSE OF ACCOMPLISHMENT: a.k.a. dummy-proof. The "Store Locator" feature is so easy to use. There is no way for me to make a mistake, unless I type in the wrong target location.
Steve	- FAST: Once I decided that I like this product, I can quickly compare prices from online store and call up nearby local stores for pricing and availability. 2 or 3 clicks.... I am done.
Chantilly	- FUN: There is so much interesting content on the Details Page for this store (e.g. Local Expert reviews on this store). I can't wait to tell my sister about it.

<See Appendix: AOL Shopping Persona for details on the personas>

Other Goals:

- It is highly likely that there are different product assortment at Web channel vs. Physical store channel for a merchant. If the user is coming from the Merchant Comparison page, we need to set the right expectation with the user that the local stores might or might not carry this product and the pricing might not be the same.
- Avoid distracting consumers with other DCI content. Filter out the non-shopping related content.
- User may easily return to what they were doing at the Shop@ channel (e.g. the "Store Locator" feature could open a new window for the Digital City co-brand)
- The placement of "Store Locator" will NOT cause the Product Page to violate the merchant agreement of display at least 2 merchant at merchant comparison area above the fold.

Release Criteria

HARDWARE

The following requirements are expected to run on the following hardware platforms:
<Please see appendix>

WEB

- No P0 or P1 defects
- No misspellings or alignment errors can appear in the UI
- Proximity search results will be generated correctly at least 99% of the time
- Having the "Store Locator" on Shop@ channels does not noticeably effect the download speed
- Digital City can process proximity search request and push search results within 8 seconds at peak time, 3 seconds average
- Digital City can support an additional 5 service requests per second at peak for the proximity search
- It should take a Digital City producer a one-week turnaround time at the maximum to update store content on Details Page, adding a new store or deleting a closed store
- All help documentation (FAQ) describing "Store Locator" usage is included
- The following usability criteria will be demonstrated through user tests
  - 90% of tested users do not find "Store Locator" distracting
  - 90% of tested users understand what "Store Locator" will do for them before clicking on it
  - 90% of tested users can find the local stores of a "click-&-mortar" merchant in front of their screen without additional instruction, especially with the target location tool
  - 80% of tested users indicate that the search results and Details are useful while shopping, and that they would use it again

OPERATIONS

Operational issues and Resolutions

SUPPORT CONSUMERS

Support	Tier 1 Shop@AOL & Shop@AOL.com	Tier 2 Shop@Netscape & Shop@CompuServe	Tier 3 Shop@Gateway.net Shop@Spinner & Shop@Winamp
Email	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)
Phone	None	None	None
On-line	Self-Help FAQ	Self-Help FAQ	Self-Help FAQ

SUPPORT MERCHANT PARTNERS

<Store Info Update>

- *"Click-&-Mortar" merchant partners* are expected to request updates on their local store content in the Digital City database (e.g. new phone #, new store opening, store close-down, store relocation) via their *Account Managers*
- The assigned *producer* at Digital City to handle this request is TBD.
- We must be careful in setting the right expectation with merchant partners on the editorial integrity of Digital City. Digital will ONLY change the factual content items on the Details Page.

RISK AND ISSUES

Issues

Areas	Status	Issues
Legal	Open	Privacy concern on allowing user to store zipcode/address - Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Jim Bramson and Kent Walker once features are finalized
Merchant	Open	Do we need permission from merchant partner to deploy "Store Locator"? - Need to check with Acct Mgmt
Placement	Open	In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Directory, Dept Pages) - Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.
UMP	Closed	Can/should we deliver the "stored" user zipcode / address to UMP? - Need to check with Personalization Divlet
Space Limitation	Open	On Product Pages, we are promising that 2 merchants will be display at merchant comparison area "above the fold". Need to verify with Account Services.

Risks

Areas	Risks	Contingency (Plan B)
Merchant Partner Satisfaction	Potential negative reaction from "pure-play" e-tailer partners	Ask Account Management team for feedback

Dependencies

Areas	Dependencies	Contingency (Plan B)
Internal Tech & Content Partner	Depends on Digital City to provide the proximity search and the localized content	Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request

RESOURCE AND SCHEDULE

Schedule (Preliminary)

Staffing (Preliminary)

<Source: Jun Huang & Steve Rubinstein>

2-month Development Cycle (Est.)

Engineering	3.5 pm*
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

*pm – person-month

Appendix

Usage Estimate

KEY ASSUMPTIONS												
- Revenue from Store Locator at A-Z Store List is too trival												
- Future revenue opportunity as we built this localized platform is not considered in this model												
- Higher retention rate of Clicks-&-Mortar merchants are not considered in this model												
- Est. traffic between Aug 01 - July 02 is used for Yr 1												
- The growth rate of online buyers from Jupiter is applicable to that of AOL users												
TRAFFIC ESTIMATES												
	US online buyers (Jupiter 1/00)			Page Views for Product Pages								
	Yr	Online Buyers	Growth Rate	Annual	Period							
	2,000	39,000,000	n/a	154,856,365	Aug 00 - July 01 (AOL e-commerce Estimates)							
	2,001	52,000,000	33%	180,836,713	Yr 1 (Using AOL e-commerce est for Jan-Jul '01 and using Jupiter's Growth Rate for Aug-Dec '00)							
	2,002	67,000,000	29%	233,001,150	Yr 2 (Using Jupiter's Growth Rate)							
				YEAR 1	YEAR 2	SOURCE/EXPLAINATION/ASSUMPTION						
DIRECT REVENUE FROM STORE LOCATOR				Jan 01-Dec 01	Jan 02-Dec 02							
	Merchant Comparsion Only Page PVs			180,836,713	233,001,150	Shopping Assistant is driving traffic to Merchant Comparsion						
						Only Page in the same rate as Search to the Product Page						
	Page Views (Product Page & M.C. Only Page)			361,673,426	466,002,299							
	Avg # Merchants at M.C.			4.0	4.5	Shop@ M.C. team						
	% Click-&-Mortar Merchant			30%	30%	Shop@ A-Z Store List 8/8/00						
	% Store Nearby User			20%	20%	Wild guess. Important.						
	% Local Store Available at M.C.			24%	27%	(% Brick-&-Mortar Merchant x % Store Nearby User) x Avg # merchants at M.C.						
	% User decided to pursue a merchant			30%	30%	Shop@ M.C. team						
	% User prefer to shop offline			75%	75%	Jupiter						
	% Subtotal			5.4%	6.1%							
	PVs on Proxmity Search Result Page (DCI)			19,530,365	28,309,640							
	% Click-thru to Details Page			10%	15%	Wild guess. Need to ask DCI						
	PVs on Details Page (DCI)			1,953,037	4,246,446							
	Total PVs			21,483,402	32,556,086							
	CPM			$75	$75	Digital City - Shopping Category (Todd Unger)						
	REVENUE			**$1,611,255**	**$2,441,706**							
SERVER LOAD ESTIMATE												
	Service Requests		For the Year	19,530,365	28,309,640							
			Peak Month (Dec) = 18%	3,515,466	5,095,735							
			Daily Avg During Peak Month	113,402	164,379							
			Peak Hour (10% of day)	11,340	16,438							
	Service Requests Per Second During Peak Hour			3.15	4.57							

Terms and Definitions

The following terms are used (and italicized) throughout the PRD, especially in the requirements section.

"Click-&-Mortar" Shop@ Merchant Partners: Shop@ merchant partners with physical retail outlets and a web store-front (e.g. BN.com)

"Brick-&-Mortar" Shop@ Merchant Partners: Merchants with physical retail outlets and no web store-front (e.g. Mom-&-Pop store)

"Pure-Play E-tailer" Shop@ Merchant Partners: Shop@ merchant partners with a web store-front but no physical retail outlets (e.g. eToys)

System Users

There are three different classes of users for the Shopping Assistant: shoppers, administrators and producers, and executives. Each class is described below. Features for shoppers will be developed first, followed by features for administrators and producers, and finally executives.

Shoppers: These are the end users of the system. They interact with the system from within the AOL and CompuServe clients. Their goal is to shop online.

Administrators and Producers: These are the users charged with the ongoing operation and maintenance of the system. These users are responsible for trouble-shooting, for adding/deleting and editing merchants and sites where Shopping Assistant services are recommended, and for performing routine maintenance. Their goal is the successful operation, maintenance and expansion of the Shopping Assistant.

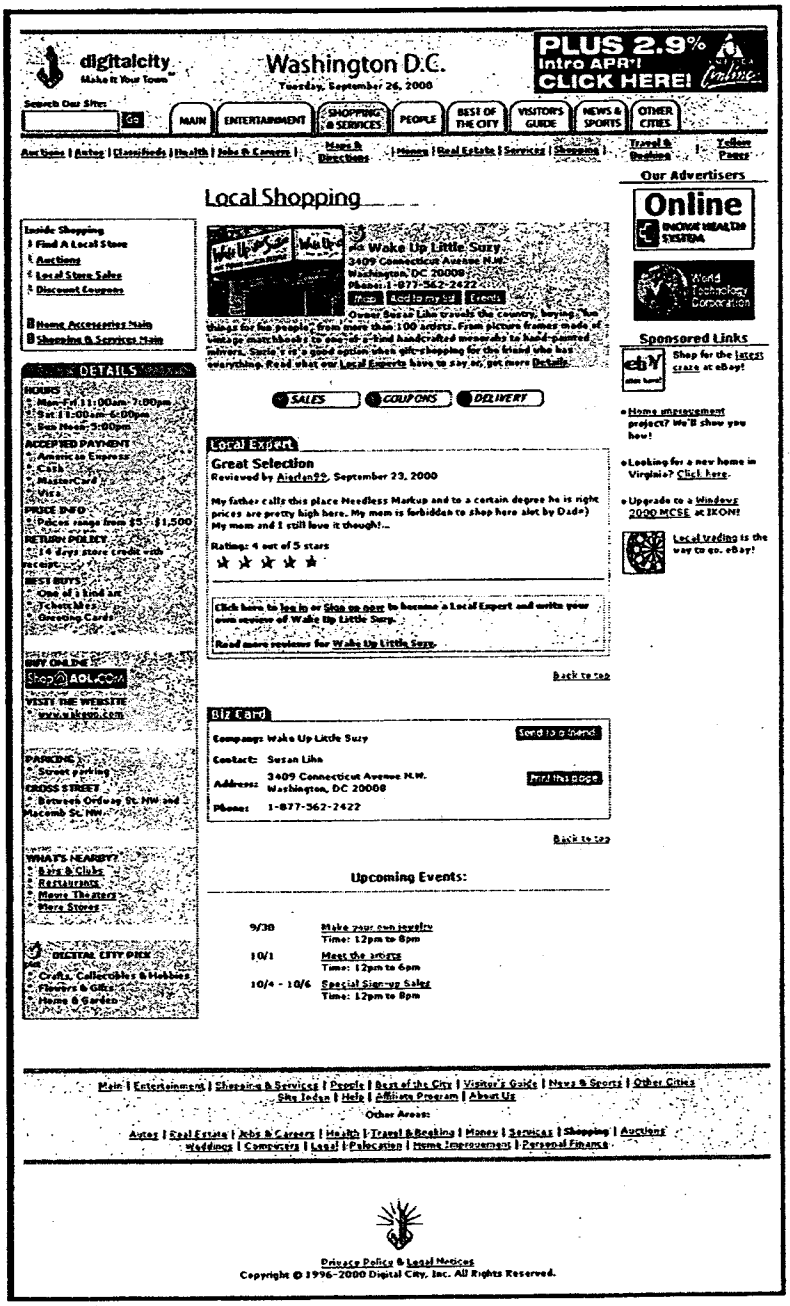
Executives: Executives are interested in tracking the use and acceptability of the Shopping Assistant. Their goal is to determine how the Shopping Assistant is functioning and whether it is attaining its success criteria.

AOL Shopping Personas

<Source: Peter Gremett>

Mock-up of Digital City Details Page (not final)

The details page is the heart of Digital City's enhanced shopping directory:.



Hardware Requirements

Unless otherwise noted, the features described in PRD are meant to run on the following hardware configuration:

Server-Side:

- Operating System: Solaris 2.6 and above
- Processor: Sun E450 4 CPU
- Memory: 2 GB RAM
- Disk Space: 4 GB hard drive space

Client-Side:

- Operating System: Windows: 32-bit Win95/98/Me, Win NT/2000, Whistler
- Processor: Pentium Class PC
- Memory: 16 MB RAM
- Disk Space: 48 MB hard drive space
- Screen Resolution: Minimum resolution 640 x 480, 256 colors
- Internet Connection: Modem, 28.8

C

From - Fri Feb 02 19:31:06 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.252]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G85NQZ00.R8C; Fri, 2 Feb 2001 16:23:23 -0800
Message-ID: <3A7B4F21.70A49ED4@netscape.com>
Date: Fri, 02 Feb 2001 19:21:53 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/2/2001</h3>
1. Continued work on Local Stores design. Met with Search team and
discussed

issues related to merchant database, detection of user's location and
events

database.
<p>2. Started work on installation and configuration of VL5 plugin. This
is

being done on landscape.mcom.com, a development server, for Magic Carpet

authentication. This is to be followed with testing of authentication
for

AOL in-service users.
<p>3. Review of career development plan.
<p>4. Support/maintenance work on Shopping List. Updated the demo pages
to include

all the required parameters when adding products to Shopping List.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

D

From - Sun Feb 11 09:13:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.200]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G8LJJ400.TI4; Sun, 11 Feb 2001 06:13:52 -0800
Message-ID: <3A869DC7.2489D7A2@netscape.com>
Date: Sun, 11 Feb 2001 09:12:23 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/9/2001</h3>
1. Continued work on Local Stores design. Met with Rick Henderson
and Glenn Mi to talk about modifications to the Merchant Compare service
to include local store information. Finalized most of the outstanding design
issues.
<p>2. Continued work on installation and configuration of VL5 plugin. Successfully
configured the VL5 plugin on landscape.web.aol.com to read Magic Carpet
Authentication headers (for web users).
<p>The Magic Carpet VL5 catalog is not released to production and the TurboWeb
group does not yet have a test environment set up to

test new catalog which includes the latitude/longtude information.
<p>I still haven't received the mapping file for converting location information
to a zip code. The person responsible in the AOLNet Ops is no longer
working in the group due to reorg and I have sent mail to the manager,
Steve Long, asking for the file.
<p>3. Completed focal review.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

E

```
From - Mon Feb 19 07:32:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
        16:29:39) with ESMTP id G8RT5V00.PXA for <srinivas@dredd>; Wed,
        14 Feb 2001 15:27:31 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f1ENRUI18467
        for srinivas; Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Resent-Date: Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Message-ID: <3A8B1484.C175144B@netscape.com>
Date: Wed, 14 Feb 2001 15:28:04 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Todd Goldman <tgoldman@netscape.com>,
        Jim Ambach <ambach@netscape.com>,
        Peter Weck <weck@netscape.com>,
        Tony Schofield <ant@netscape.com>,
        Rajesh Mahajan <rmahajan@netscape.com>,
        shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"CEQsDD.A.OgE.hRxi6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<b>Shop@Anywhere status for week ending 2/9/01</b>
<p>This week:
<ul>
<li>
Local Store:</li>

<ul>
<li>
Finished design doc.  Design review scheduled for the next week.</li>
```


Continued experimentation with the VL5 plugin. Still waiting for the mapping file for converting location information from VL5 header to zipcode.

Shopping Widget:

Finished design doc. Design review scheduled for the next week.

Implemented class to generate XML from parsed data.

Started working on image manipulation.

Product Page Anywhere:

Finished design doc. Design review scheduled for the next week.

Completed Focal Review.

Worked on the Integrated Schedules.

Next week:

Hold design reviews.

Reexamine schedules.

Get schedule commitments from DCI and P13n divlet.

Issues:

Getting schedule commitment from DCI is still the biggest issue.

Project Management status:
<p>Accomplisments this week:
<p>- Continued work on the event codes. Merchant Comparison, Shopping Assistant,
and Wallet have event codes that still need work. Wallet has some that need to be set up with

"impact", a new tool from the NOC that allows an event to be monitored over a specified amount of time so that it only gets reported if it occurs x amount of times during x duration of

time.

- I talked to AOL San Diego (Personal Logic) to make them aware of the changes to product pages.

- Followed up with Jim Bramson on copyright requirements on the printer friendly pages.

- Met with EMC rep from Operations to review our new projects.

- Started conversations with Ops to make them aware of our new projects and get assignements. Still need to do followup.

<p>Issues:

- QCPP 2.0 has no schedule or official plans yet. However if they want to make it into Shopping Assistant for AOL 6.5, they need to start working on it now. Ellen, the new PM for

QCPP 2.0, is aware and addressing the issue.
<p>For next week:
<p>- Continue working on event codes.

- Followup with Ops on new projects. Will invite them to the Design reviews this week.

- Finish non-engineering schedules for the Shop@anywhere projects.

- Hopefully get to committed schedule by end of week.

- Kimberly Blessing will be visiting. We should discuss the Local Stores and ShopHelp.

- Eirene Espinosa is also visiting. She is the Project manager for AOL client 6.0 refresh. Meeting with her regarding Shopping Assistant.

 </html>

F

From - Tue Mar 06 22:26:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.51]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id G9T3WU00.KGH;
Tue, 6 Mar 2001 18:50:54 -0800
Message-ID: <3AA5A1A8.430C21A1@netscape.com>
Date: Tue, 06 Mar 2001 21:49:12 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/2/2001</h3>
1. On vacation from 3/1 to 3/2
<p>2. Continued work on VL5 configuration/testing. The current problem
with testing for Magic Carpet authentication is that the user auth information
(screen name, service type, etc) is available only for the first request
to the web server. I have sent my configuration files to the vlsupport
team, but no resolution, yet.
<p>3. Started making modifications to the Merchant Comparison module to
include local store information.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

```
From - Wed Mar 07 06:10:09 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        G9TEFY00.NP8 for <srinivas@dredd>; Tue, 6 Mar 2001 22:38:22 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f276cMA19954
        for srinivas; Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Resent-Date: Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Message-ID: <3AA5D780.628482A1@netscape.com>
Date: Tue, 06 Mar 2001 22:38:56 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"_hpnKC.A.U3E.dddp6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Escalations
<ul>
<li>
None.</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Print &amp;amp; Email</li>

<ul>
<li>
Installed Search code on development server.  Still some issues with
the cache database.  Continued setting up the development environment.</
li>
```


Worked on the Mail Handler backend code.

Met with QA team to help develop test plan.

Engineering and QA participated in the finalized UI review.

Local Store

Discussed merchant feed handling strategy with Steve and Yogi. Came up with a workable plan. Need to write down the plan and do a sanity check with others in the divlet and with DCI.

Discussed including Local Store locator on A-Z pages. The Dulles team doesn't want to spend a lot of effort into this. They agreed to include a simple store search widget.

Got familiar with the Merchant Compare code and started coding the local store UI.

Engineering and QA participated in the finalized UI review.

Shopping Widget

QA wrote first draft of the test plan.

Continued working with the P13n folks on the widget implementation details.

Reviewed Shop@Anywhere project requirements with Ops.

Issues

DCI relationship still requires very close management. No need to escalate yet.

Ops raised some issues with our plan to scrape the "store specials" from the department pages. David Habib promised to work with us on this issue and on wardware requirement.

Next week

Product Page Print & Email

Finish setting up development environment.

Try to finish Mail Handler back end.

Local Store

Get agreement from everyone involved on the merchant feed handling. Come up with a plan for implementing the necessary changes to the Tools and feed processing.

Make progress on Local Store UI development.

Widget

Resolve Ops issues.

Meet with P13n QA folks to determine the Widget QA environment and responsibilities.

Resolve open issues with the P13n engineering team.

</html>

H

From - Sun Mar 11 17:34:57 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.166]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9YINY00.BX5; Fri, 9 Mar 2001 16:57:34 -0800
Message-ID: <3AA97B93.3113AA7E@netscape.com>
Date: Fri, 09 Mar 2001 19:55:47 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/9/2001</h3>
1. Continued work on VL5 configuration/testing. Successfully completed
testing of Magic Carpet Authentication. Completed coding for authentication
of AOL and CS users.
<p>Submitted request for VL5 headers (in place of X-AOL headers)
for the Shopping List QA machine.
<p>2. Continued modifications to the Merchant Comparison module to include
local store information.
<p>3. Completed checkin of the code modifications for the enhancements
to Shopping List to support CTA Banner service, after successful testing
by the CTA Banner team.
<p>4. Met with Manomohan Pillai and Michael Forncrook to update them on
recent modifications to Shopping List.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

From - Wed Mar 21 16:11:31 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.115]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAKAEA00.SL9; Wed, 21 Mar 2001 11:06:10 -0800
Message-ID: <3AB8FB2E.1215F57D@netscape.com>
Date: Wed, 21 Mar 2001 14:04:14 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/21/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/21/2001</h3>
1. Put together Shopping List Release 1.1 after completing testing. Mano
to install/test on QA server. The VL5 headers are enabled for QA server.
<p>2. Modified Merchant Comparison module to read local stores information
from text database. I put together a text database using the merchant table
from the production server for Search and the Franchide ID information
from DCI.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

J

From - Wed Mar 28 05:33:01 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.179]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAWLE200.GK6; Wed, 28 Mar 2001 02:34:50 -0800
Message-ID: <3AC1BDD0.E846CDB9@netscape.com>
Date: Wed, 28 Mar 2001 05:32:48 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/27/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/27/2001</h3>
1.Testing still underway for Shopping List Release 1.1 on QA server. It
turned out that the VL5 headers were not initially turned for the cs.com
alias of the server. Currently, VL5 authentication works for both web users
and in-service users (AOL and CS).
<p>We just noticed another problem, initially reported by the CTA team,
where if two users sign in from a web browser in succession, the second
user is authenticated as the first user!
<p>I have informed the vlsupport team of the problem. The installation
of the new release of Shopping List on production servers is likely to
be delayed, pending investigation of the problem.
<p>2. The Merchant Comparison module is modified to work with a text database
of the local store merchants. Both the grid version and standard-html version
of the MC are working now. We are awaiting the activation of the proximity
search interface at DCI so that we can start sending queries to DCI to
look up local stores.
<p>3. Reviewed and provided feedback for the QA Test plan for Local Stores.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

K

From - Wed Mar 28 15:26:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAXCIY00.DNF for <srinivas@dredd>; Wed, 28 Mar 2001 12:20:58 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f2SKKts24266
for srinivas; Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Resent-Date: Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Message-ID: <3AC2479B.35BD15F0@netscape.com>
Date: Wed, 28 Mar 2001 12:20:44 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"PMmFzC.A.w4F.eekw6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/21/01 - 3/27/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Continued working on the Product Page Email JSPs and integration with the

Search servlet.

Integrated with Magic Carpet.

Local Store

Both the grid version and the stand alone version of the Mercant Compare are modified to show local stores. We are awaiting the activation of the proximity search interface at DCI so that we can start sending queries to DCI to look up local stores.

Reviewed QA test plan.

Shopping Widget

Kept working on hosting issues with Ops. We are close to a resolution.
Laura is driving this.

Reviewed HTML for the widget.

Issues

None

Next week

Product Page Anywhere

Try to finish Product Page Email JSPs.

Work on first drop to QA.

Local Stores

Wire Local Store UI to DCI search URL, assuming their interface is live.

Integration testing.

Shopping Widget

Resolve Ops issues.

Work with P13n folks on the QA process

</html>

From - Wed Apr 04 06:56:40 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.58]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GB9L1Y00.6ZW;
Wed, 4 Apr 2001 03:56:22 -0700
Message-ID: <3ACAFDC5.4C1A612@netscape.com>
Date: Wed, 04 Apr 2001 06:56:06 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/2/2001</h3>
1. Implemented a workaround for the recently found bug in VL5 plugin. If two users sign in from a web browser in succession, this bug results in the second user being authenticated as the first user. The problem is caused by a authentication cookie set by the VL5 plugin when the first user logs in; this cookie is not regenerated when a second user logs in, but is instead reused, resulting in the second user being authenticated as the first.
<p>The workaround clears the VL5 cookie during logout from Shopping List; a new cookie is then generated by VL5 when a new user logs in. After this workaround is tested on QA server, installation of Shopping List Release 1.1 on production servers will be scheduled.
<p>2. I started installing and running the Search service on a new UltraSparc machine; I could not run Search on my Sparc20 system, landscape, because Search software requires UltraSparc systems.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

M

```
From - Sun Apr 08 16:01:55 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GBA9MA00.PEB for <srinivas@dredd>; Wed, 4 Apr 2001 12:46:58 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f34JkuU27131
        for srinivas; Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Resent-Date: Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Message-ID: <3ACB7A26.44E37ED0@netscape.com>
Date: Wed, 04 Apr 2001 12:46:47 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
        shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"1IP_pB.A.XnG.uo3y6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<b>Shop@Anywhere weekly engineering status</b>
<br>3/28/01 - 4/3/01
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Anywhere</li>

<ul>
<li>
Worked on Magic Carpet integration.</li>
```


Local Store

Reviewed and provided feedback on the plain text feed format specified by DCI. Waiting for the modified DCI proximity search URL to be live, to start doing integration testing. (ETA - mid april)

Shopping Widget

We think we have a resolution on the hosting architecture. Need to circle back with Ops and close it next week.

Issues

None

Next week

Product Page Anywhere

Finish Product Page Email.

Work on first drop to QA.

Local Stores

Start working on the Datamart changes needed to support local stores.


```
<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Make changes to the Extractor based on new deployment architecture.</li>

<li>
Look into error handling (Netcool).</li>
</ul>
</ul>
</html>
```

N

From - Tue Apr 10 21:44:54 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.88]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GBLU1600.M9D;
Tue, 10 Apr 2001 18:41:30 -0700
Message-ID: <3AD3B63B.EFD716C@netscape.com>
Date: Tue, 10 Apr 2001 21:41:15 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/10/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/10/2001</h3>
1. Submitted a QAR for installing the latest release of Shopping List on production servers.
<p>2. Coding is mostly done for the Store Locator feature in Search. A flat-file text database is used for the local stores information. Set up demo pages for the initial set of merchants to be included at launch. Need to setup the images for tracking impressions of the Local Store grid and for generating corresponding logging reports on the production IRS servers.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores. Drop to QA.

3. Support CTA Banner service and Shopping List.</html>

```
From - Wed Apr 11 16:04:21 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GAKK4P00.U7C for <srinivas@dredd>; Wed, 21 Mar 2001 14:36:25 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f2LMaNA21734
        for srinivas; Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Resent-Date: Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Message-ID: <3AB92CF3.5A6C9364@netscape.com>
Date: Wed, 21 Mar 2001 14:36:35 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: multipart/mixed;
 boundary="------------5610BFCE826A2EA6621188E8"
Resent-Message-ID: <"X-SK-.A.MTF.mzSu6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>3/14/01 - 3/20/01
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Anywhere</li>

<ul>
<li>
Got HTML from the UI team.</li>

<li>
Continued working on the Product Page Email front end.</li>
</ul>

<li>
Local Store</li>

<ul>
<li>
Got the list of merchant Franchise Id Codes(FIC) from DCI.</li>

<li>
Got schedule commitment from DCI on adding FIC code to their search
URL. 
They commited to have it ready by 3/28.</li>

<li>
Modified Merchant Comparison module to read local stores information from
a text file, put together using the merchant table from the production
server for Search and the Franchide ID information from DCI.  This
```

will allow us to have the local store functionality in the application,
without having to wait for the Datamart & cache changes to be completed.

Shopping Widget

Worked with Ops on hosting the feed server. Discussed our plans with
key players in MyAOL and MyNetscape that we hadn't talked to before.
Need to do another architecture review with MyAol Ops to make sure they
agree to the deployment plan.

Working on putting together the HTML for the widget to hand over to the
P13n folks.

Issues

None

Next week

Product Page Anywhere

Continue working on email UI.

Start working on authentication.

Local Stores

Continue working on Merchant Comparision JSP.

Put together a schedule for the Datamart/Cache/MAC changes needed to support

```
local stores.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Hand over HTML.</li>
</ul>
</ul>

</body>
</html>
```

From - Wed Apr 11 18:53:54 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBNFG400.JBI for <srinivas@dredd>; Wed, 11 Apr 2001 15:21:40 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3BMLco29154
for srinivas; Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Resent-Date: Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Message-ID: <3AD4D8FD.25C18458@netscape.com>
Date: Wed, 11 Apr 2001 15:21:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"5tlx3D.A.gEH.qjN16"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

4/4/01 - 4/10/01
<p>Local Store
<p>Escalations

None

Accomplishments

Have a working prototype of the local store grid in Product Page:
http://
landscape.web.aol.com:2300/Store_Locator_Demo.html.
It includes all the logic necessary in Search and Merchant Compare.

It uses a stub DCI page for now, pending the availability of the DCI URL to be live. It also doesn't include any of the datamart changes. The list of merchants with local stores are stored in a text file for now.

Continued working with DCI on finalizing the merchant feed spec.

Issues

Need to get better closure on technical issues. The feed spec needs to be finalized soon.

Still don't have the URL spec that has all the parameters we need to pass to DCI.

Next week

Get agreement on the merchant feed spec.

Work with UI team to finish the local store grid.

Work on first drop to QA. Need to decide if we want to wait a few days for the DCI URL to go live.

Shopping Widget
<p>Escalations

None

<p>
Accomplishments

Made changes to the XML feed based on input.

P13n team working on the Widget PSP.

Didn't have a chance to put in writing the hosting solution that Ops signed

off on. This will need a change in the image urls generated by the Extractor, since in the proposed solution the images would be server from the MyAOL servers.

Issues

There was some suggestion from Kathleen May that the image specials may be replaced with text spacials in a future redesign of the department page. This will be a problem since, as designed, we are currently scraping image specials only. Kimberly Blessing doesn't think that this change would happen anytime soon. But, we need to have a plan to deal with this possibility, before we lose the services of the widget bullet engineers.

There are some technical issues on the PSP that need to be resolved soon.

Next week

Resolve the PSP technical issues.

Have a plan for handling the text only specials.

Try to finish Netcool error handling.

Product Page Anywhere
<p>Escalations

None

Accomplishments

Spent most of the time on integration testing with Search and VL5.

Issues

QA would like to have a drop soon.

Next week


```
<li>
The first QA drop.</li>

<li>
Review QA test plan.</li>
</ul>

<br> 
<br> 
<br> </html>
```

From - Tue Apr 17 22:24:51 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.167]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBYUJ300.1N1; Tue, 17 Apr 2001 19:21:03 -0700
Message-ID: <3ADCFA00.8824E293@netscape.com>
Date: Tue, 17 Apr 2001 22:20:48 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/17/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
</h3>

<h3>
Status for week ending 4/17/2001</h3>
1. There were a couple of problems with the configuration of VL5 on the
Shopping List production servers, that resulted in the in-service users
not being authenticated. After fixing the configuration, the release 1.1
of Shopping List is working fine with VL5 authentication for both VL5 and
web users.
<p>2. The code for Local Stores is ready to be checked in. We are currently
debating the the correct location for the checkin; on a branch of the CVS
source or on the tip, after backing out the latest changes to database
schema. The datamart and cache modules built from the tip of the CVS source
require updates to the Datamart and DB schema on the QA and production
servers.
<p>Completed printer-friendly version of the MC and LS tables.
<p>The DCI team has not yet implemented the proximity search interface
and are also yet to send us the DCI Franchise Ids for the initial list
of Local Store merchants.
<h4>
Next Week:</h4>
1. Deliver a release of Search and Datamart modules to QA for testing of
Local Stores.

2. Support CTA Banner service and Shopping List.</html>

R

From - Thu Apr 19 09:29:00 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GC07IH00.N1U for <srinivas@dredd>; Wed, 18 Apr 2001 12:59:05 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3IJx4204275
for srinivas; Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Resent-Date: Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Message-ID: <3ADDF1A8.87D050F9@netscape.com>
Date: Wed, 18 Apr 2001 12:57:28 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: multipart/mixed;
boundary="------------E2AEDCE9DA00DCF4FCEEEF31"
Resent-Message-ID: <"ysoE_D.A.JCB.DIf36"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii;
name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
filename="status.html"

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>4/11/01 - 4/17/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Local Store code changes ready to be committed to CVS.</li>

<li>
Implemented printer friendly version of Local Store for the product page
printing feature.</li>

<li>
Feed spec finalized.</li>

<li>
Waiting for the DCI URL to be live (ETA 4/19).</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
First drop to QA. Expect to have the DCI URL to be live.</li>

<li>
Start working on DM Cache changes to add local store info.</li>
</ul>
```

Shopping Widget
<p>Escalations

None

Accomplishments

The Extractor code committed to CVS.

Did first drop to QA.

Fixed error handling and added Netcool logging.

Reviewed the impact of text only specials and we are able to handle them fine.

Met with the P13n core team to discuss multi brand support. Also, discussed support for the widget after the widget bullet team moves on to their next project in mid May.

Issues

The widget bullet folks are strapped for resource. They can only commit 1 day a week for the shopping widget. They expect to be able to devote more time after the end of April.

The P13n core team needs to take on the shopping widget. (We have already brought it up with them)

Next week

Fix any problems found by QA.

Resolve multi brand support.

Product Page Anywhere

<p>Escalations

None

Accomplishments

First drop to QA done, with both email and print features available.

Issues

none

Next week

Fix bugs found in QA.

</body>
</html>

```
From - Fri May 04 20:28:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GCQJYM00.9FN for <srinivas@dredd>; Wed, 2 May 2001 18:25:34 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f431PXA29994
        for srinivas; Wed, 2 May 2001 18:25:33 -0700 (PDT)
Resent-Date: Wed, 2 May 2001 18:25:33 -0700 (PDT)
Message-ID: <3AF0B360.F988615@netscape.com>
Date: Wed, 02 May 2001 18:24:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: multipart/mixed;
 boundary="------------E528B35CE3BA2573BB3DCECD"
Resent-Message-ID: <"zc4S0B.A.3TH.LOL86"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>Shop@Anywhere weekly engineering status</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering
status</b>
<br>4/25/01 - 4/01/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
DCI URL is live now.  It seems to be working.</li>

<li>
DCI test URL went live, but isn't working as expected.  We were told
they need more QA?</li>

<li>
Cache Client changes for local stores in progress.</li>

<li>
Got agreement with DCI on content of the global merchant feed.  Waiting
for DCI's input on file names for the feed.</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
Finalize feed file names.</li>

<li>
```

Finish cron job for DCI feed.

Continue working on cache client changes.

Shopping Widget
<p>Escalations

We now have resource committment from the widget bullet to finish the shopping widget. We still need to make sure that the core team is going to fully support the widget. Mohsin agreed to talk with Richard Quach about this.

Accomplishments

No engineering work on the Extractor.

Issues

None

Next week

Deliver new HTML to the widget team to reflect the department pages redesign.

Product Page Anywhere
<p>Escalations

None

Accomplishments

No new development. Product in QA.

Issues

none


```
Next week
<ul>
<li>
Fix any bugs found in QA.</li>
</ul>

<br> 
<br> 
<br> 
</body>
</html>
```

T

From - Wed May 09 05:42:24 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.75]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GD1OR700.LK7;
Tue, 8 May 2001 18:42:43 -0700
Message-ID: <3AF8A07B.88E82535@netscape.com>
Date: Tue, 08 May 2001 21:42:19 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 5/8/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 5/8/2001</h3>
1. Modified Cache client code to use the new merchant and brand tables.
Added new stored procedures for the tables.

2. Modified the implementation of local stores to the use the new tables.
The code is not checked in; the export/import mechanisms need to be updated
to include the new tables.

3. Fixed bug #538208 (set error status when second commit fails).
<h4>
Next Week:</h4>
1. Coordinate the checkin of the DB schema changes for Search 2.1
release.

2. Deliver a release of Search and Datamart modules to QA for testing
of Local Stores.

3. Support Shopping List.</html>

Exhibit B

Copies of the letters and Declaration Papers sent to Inventors March 26, 2010, and tracking information from United Parcel Service.

Your Tracking Information

Status:	**DELIVERED**
Last Scan:	**3/29/2010 9:25:00 AM DELIVERED UNION CITY, CA US**
Delivered To:	**UNION CITY, CA US**
Delivery Date:	**Monday, March 29, 2010**
Delivery Time:	**9:25 AM**
Delivery Location:	**RESIDENTIAL**
Signed By:	**TONG**
Carrier:	**UPS**
Expected:	**Mar. 29, 2010 10:30 AM**
UPS Tracking Number:	**1Z9X8455A238444223**

Scan History:

3/29/2010 9:25:00 AM DELIVERED UNION CITY, CA US
3/29/2010 4:58:00 AM OUT FOR DELIVERY OAKLAND, CA US
3/29/2010 1:06:00 AM ARRIVAL SCAN OAKLAND, CA US
3/29/2010 12:32:00 AM DEPARTURE SCAN SAN PABLO, CA US
3/28/2010 2:56:00 PM LOCATION SCAN SAN PABLO, CA US
3/28/2010 2:00:00 AM ARRIVAL SCAN SAN PABLO, CA US
3/28/2010 1:30:00 AM DEPARTURE SCAN OAKLAND, CA US
3/27/2010 3:43:00 PM ARRIVAL SCAN OAKLAND, CA US
3/27/2010 3:30:00 AM DEPARTURE SCAN PORTLAND, OR US
3/27/2010 1:00:00 AM UNLOAD SCAN PORTLAND, OR US
3/27/2010 12:02:00 AM ARRIVAL SCAN PORTLAND, OR US
3/26/2010 8:35:00 PM DEPARTURE SCAN SEATTLE, WA US
3/26/2010 7:35:00 PM UNLOAD SCAN SEATTLE, WA US
3/26/2010 7:34:00 PM ARRIVAL SCAN SEATTLE, WA US
3/26/2010 7:13:00 PM DEPARTURE SCAN SEATTLE, WA US
3/26/2010 6:44:00 PM ORIGIN SCAN SEATTLE, WA US
3/26/2010 5:40:00 PM PICKUP SCAN SEATTLE, WA US
3/26/2010 8:37:00 PM BILLING INFORMATION RECEIVED US

NOTE: The times listed in the scan details are local time.

Done

Status as of Monday, April 26, 2010 4:41 PM Pacific Standard Time

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Wade Barbus
PHONE: (206) 359-3287
EMAIL: WBarbus@perkinscoie.com

March 26, 2010

VIA UPS

Mr. Vincent Tong
34734 Williams Way
Union City, CA 94587-5578

Re: US Patent application 09/975,831 for "Method and System for Integrated Online and Brick and Mortar Providing Shopping" - Client-Matter No. 32052.9527.US00

Dear Mr. Tong,

Perkins Coie was recently asked to establish that the subject matter of your above-listed patent application was conceived and reduced to practice prior to April 12, 2001. As you may recall, you assisted with a similar process, in late 2005, to establish that your invention was conceived and reduced to practice prior to April 27, 2001. To complete the current process, we kindly request that you review the attached declaration and attachments, and either:

(1) sign the attached declaration, and return the signed declaration via email to WBarbus@perkinscoie.com or via facsimile to 206.359.4287, or;

(2) if you do not wish to sign, please send us an email or facsimile stating that you have received the enclosed but do not wish to sign. Please also forward originals to the address above in the enclosed self addressed stamped envelope.

We would appreciate your response as described above via email or facsimile by April 2, 2010. Failure to respond by *April 9, 2010* will be interpreted as constructive refusal to sign.

We very much appreciate your attention to this matter. Please do not hesitate to contact us with any questions regarding the attached.

Very truly yours,

Wade Barbus
Paralegal

Enclosures: Copy of Application 09/975,831
Declaration under 37 CFR § 1.131 and Exhibits A-T
Self addressed stamped envelope

DOCKET NO.: 320529527US
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831 | Confirmation No.: 3000

Filed: October 11, 2001 | Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING** | Examiner: J. B. Dunham

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF VINCENT TONG UNDER 37 CFR § 1.131

I, Vincent Tong, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish conception and actual reduction to practice of the subject matter of the application, in the United States, prior to April 12, 2001.

2. I contributed to the conception and actual reduction to practice of the subject matter of the application prior to April 12, 2001. As evidence to this conception and actual reduction to practice, I refer to the following exhibits:

EXHIBIT A:

Powerpoint presentation, Shop@Anywhere Episode 2: Online/Offline Integration *Code Name: Yoda*, October 16, 2000;

EXHIBIT B:

Product Requirements Document (PRD): Shop@Anywhere Bullet – Online/Offline Integration <*Code Name: Yoda*> [Release 1.0], October 23, 2000;

EXHIBIT C:

Email from Srinivas Lingutla to Kamal Acharya; February 2, 2001;

EXHIBIT D:

Email from Srinivas Lingutla to Kamal Acharya; February 11, 2001;

EXHIBIT E:

Email from Kamla Acharya to Todd Goldman, *et al.*; February 19, 2001;

EXHIBIT F:

Email from Srinivas Lingutla to Kamal Acharya; March 6, 2001;

EXHIBIT G:

Email from Kamal Acharya to Mohsin Hussain; March 7, 2001;

EXHIBIT H:

Email from Srinivas Lingutla to Kamal Acharya; March 11, 2001;

EXHIBIT I:

Email from Srinivas Lingutla to Kamal Acharya; March 21, 2001;

EXHIBIT J:

Email from Srinivas Lingutla to Kamal Acharya; March 28, 2001;

EXHIBIT K:

Email from Kamal Acharya to Mohsin Hussain; March 28, 2001;

EXHIBIT L:

Email from Srinivas Lingutla to Kamal Acharya; April 4, 2001;

EXHIBIT M:

Email from Kamal Acharya to Mohsin Hussain; April 8, 2001;

EXHIBIT N:

Email from Srinivas Lingutla to Kamal Acharya; April 10, 2001;

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Email from Kamal Acharya to Mohsin Hussain; April 11, 2001; and

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3. I have reviewed the above-referenced exhibits and believe that they are of such character and weight as to establish conception and actual reduction to practice of the subject matter of the application prior to April 12, 2001. Further, I believe that the above-referenced exhibits, coupled with the preparation of the application, establish due diligence from prior to April 12, 2001, to the filing of the application. As evidence of diligence between prior to April 12, 2001, and the filing of the application, I further refer to:

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Email from Srinivas Lingutla to Kamal Acharya; April 17, 2001;

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EXHIBIT S:

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EXHIBIT T:

Email from Srinivas Lingutla to Kamal Acharya; May 9, 2001.

4. The exhibits referred to herein attached herewith. These exhibits are also already of record in the application. These exhibits were filed with the USPTO on December 22, 2005, in one or more prior declarations under 37 C.F.R § 1.131.

5. I have reviewed the exhibits referred to herein and believe that they are accurate. I further believe that EXHIBITs A-P existed in the United States prior to April 12, 2001. I also believe that EXHIBITs A-P provide a complete teaching of the subject matter of the application.

6. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

_____ _____

Vincent Tong Date

Your Tracking Information

Status:	**EXCEPTION**
Last Scan:	**4/7/2010 2:01:00 PM RECEIVER WAS UNAVAILABLE TO SIGN ON 3RD DELIVERY ATTEMPT / RETURNED TO SHIPPER SAN FRANCISCO, CA US**
Carrier:	**UPS**
Expected:	**Mar. 29, 2010 10:30 AM**
UPS Tracking Number:	**1Z9X8455A238441593**

Scan History:

```
4/7/2010 2:01:00 PM RECEIVER WAS UNAVAILABLE TO SIGN ON 3RD DELIVERY ATTEMPT / RETURNED TO SHIPPER SAN FRANCISCO, CA US
3/31/2010 8:36:00 PM RECEIVER WAS UNAVAILABLE TO SIGN ON 3RD DELIVERY ATTEMPT / A POSTCARD HAS BEEN SENT TO THE RECIPIENT REQUESTING THAT TH
3/31/2010 10:03:00 AM RECEIVER WAS UNAVAILABLE TO SIGN ON 3RD DELIVERY ATTEMPT SAN FRANCISCO, CA US
3/31/2010 3:40:00 AM OUT FOR DELIVERY SAN FRANCISCO, CA US
3/30/2010 9:33:00 AM THE RECEIVER WAS NOT AVAILABLE TO SIGN ON THE 2ND DELIVERY ATTEMPT. A 3RD DELIVERY ATTEMPT WILL BE MADE SAN FRANCISCO,
3/30/2010 3:37:00 AM OUT FOR DELIVERY SAN FRANCISCO, CA US
3/29/2010 9:45:00 AM THE RECEIVER WAS UNAVAILABLE TO SIGN ON THE 1ST DELIVERY ATTEMPT. A 2ND DELIVERY ATTEMPT WILL BE MADE SAN FRANCISCO, CA
3/29/2010 4:34:00 AM OUT FOR DELIVERY SAN FRANCISCO, CA US
3/28/2010 11:02:00 PM DEPARTURE SCAN SAN PABLO, CA US
3/28/2010 2:10:00 PM LOCATION SCAN SAN PABLO, CA US
3/28/2010 2:00:00 AM ARRIVAL SCAN SAN PABLO, CA US
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3/26/2010 6:44:00 PM ORIGIN SCAN SEATTLE, WA US
3/26/2010 5:40:00 PM PICKUP SCAN SEATTLE, WA US
3/26/2010 8:37:00 PM BILLING INFORMATION RECEIVED  US
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NOTE: The times listed in the scan details are local time.

Done

Status as of Monday, April 26, 2010 4:44 PM Pacific Standard Time

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Name: **E-Mail:**

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Wade Barbus
PHONE: (206) 359-3287
EMAIL: WBarbus@perkinscoie.com

March 26, 2010

VIA UPS

Ms. Ellen Butler
2398 Pacific Ave Apt. 508
San Francisco, California 94115-1218

Re: US Patent application 09/975,831 for "Method and System for Integrated Online and Brick and Mortar Providing Shopping" - Client-Matter No. 32052.9527.US00

Dear Ms. Butler,

Perkins Coie was recently asked to establish that the subject matter of your above-listed patent application was conceived and reduced to practice prior to April 12, 2001. As you may recall, you assisted with a similar process, in late 2005, to establish that your invention was conceived and reduced to practice prior to April 27, 2001. To complete the current process, we kindly request that you review the attached declaration and attachments, and either:

(1) sign the attached declaration, and return the signed declaration via email to WBarbus@perkinscoie.com or via facsimile to 206.359.4287, or;

(2) if you do not wish to sign, please send us an email or facsimile stating that you have received the enclosed but do not wish to sign. Please also forward originals to the address above in the enclosed self addressed stamped envelope.

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We very much appreciate your attention to this matter. Please do not hesitate to contact us with any questions regarding the attached.

Very truly yours,

Wade Barbus
Paralegal

Enclosures: Copy of Application 09/975,831
Declaration under 37 CFR § 1.131 and Exhibits A-T
Self addressed stamped envelope

DOCKET NO.: 320529527US
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831 | Confirmation No.: 3000

Filed: October 11, 2001 | Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING** | Examiner: J. B. Dunham

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF ELLEN F. BUTLER UNDER 37 CFR § 1.131

I, Ellen F. Butler, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish conception and actual reduction to practice of the subject matter of the application, in the United States, prior to April 12, 2001.

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6. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

_____ _____

Ellen F. Butler Date

Shop@Anywhere

Episode 2: Online/Offline Integration

Code Name: Yoda

Advanced Planning Meeting

Vincent Tong

10/16/00

Feel the "Brick-&-Mortar" Force...
Online retail sales will reach only a modest 7% of the total retail market within the next 4 years
(Red Herring/Forrester Research 07/00)

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What's the problem we are trying to solve?

- Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00)
- Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from physical store nearby all-in-one-place
- Neither AOL nor our key competitors are addressing this need

"32% of all online buyers look [illegible] for the most convenient off-line physical store location" – Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" – Jupiter

Shop@

Goals

SHORT-TERM (Shop@Anywhere Bullet - 6 months)

- Make shopping easier and more convenient by helping consumers to locate nearby physical stores of "click-&-mortar" Shop@ merchant partners
- Highlight local offerings from "click-&-mortar" merchant partners (e.g. physical store presence, local store return/pick-up for online sales)
- Earn consumers' trust, as they release their zipcode/address to us
- Generate additional pages views
- Drive local ad impressions via Digital City

LONG-TERM

- Provide a true multi-channel (both online and offline) merchant comparison environment with store-level product pricing and availability from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants

Shop@

Project Metrics

- Deploy store locator feature and highlight local store offering for 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, after 3 months

- 15% of store locator users will "store" their zipcode/address for repeat usage, after 3 months

- Generate additional 17M pages views in year 1

- Drive $1.3M local ad impressions via Digital City in year 1

Value Proposition

Consumers

- Convenience! -- This will make the info needed for my purchase decision readily available (local store listings of merchants)
- Quick access to local store content (e.g. nearby restaurants, driving direction) to satisfy my need for entertainment & instant gratification
- In the long term, "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)
- Bottom Line = AOL provides us with the best comparison shopping for online merchants and local stores — HIGH

Value Proposition

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

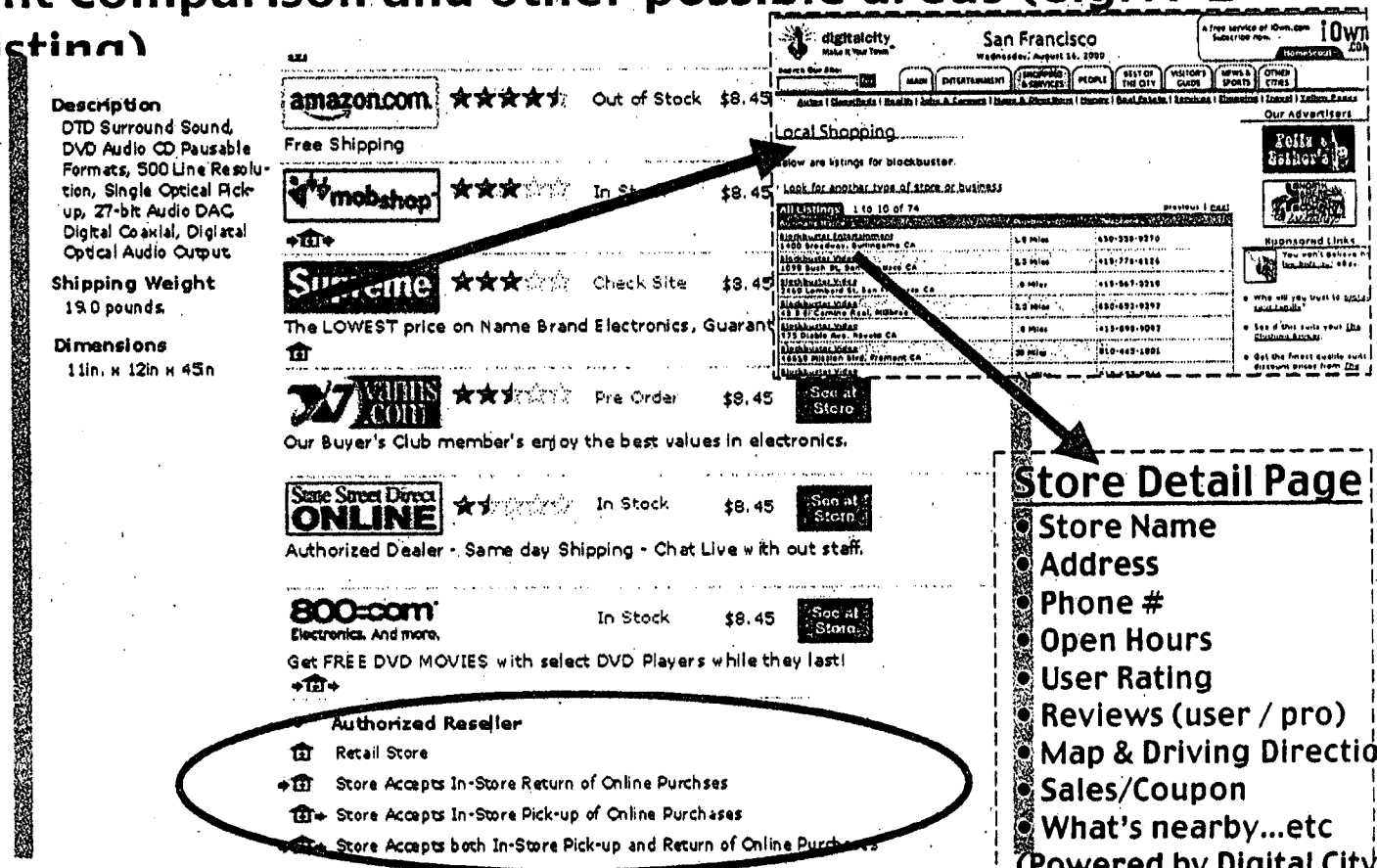
- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

The Store Locator

- Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Listing)

PLUS

- User may store multiple target locations (link to UMP?)
- Local store return/pick-up policy for online sales



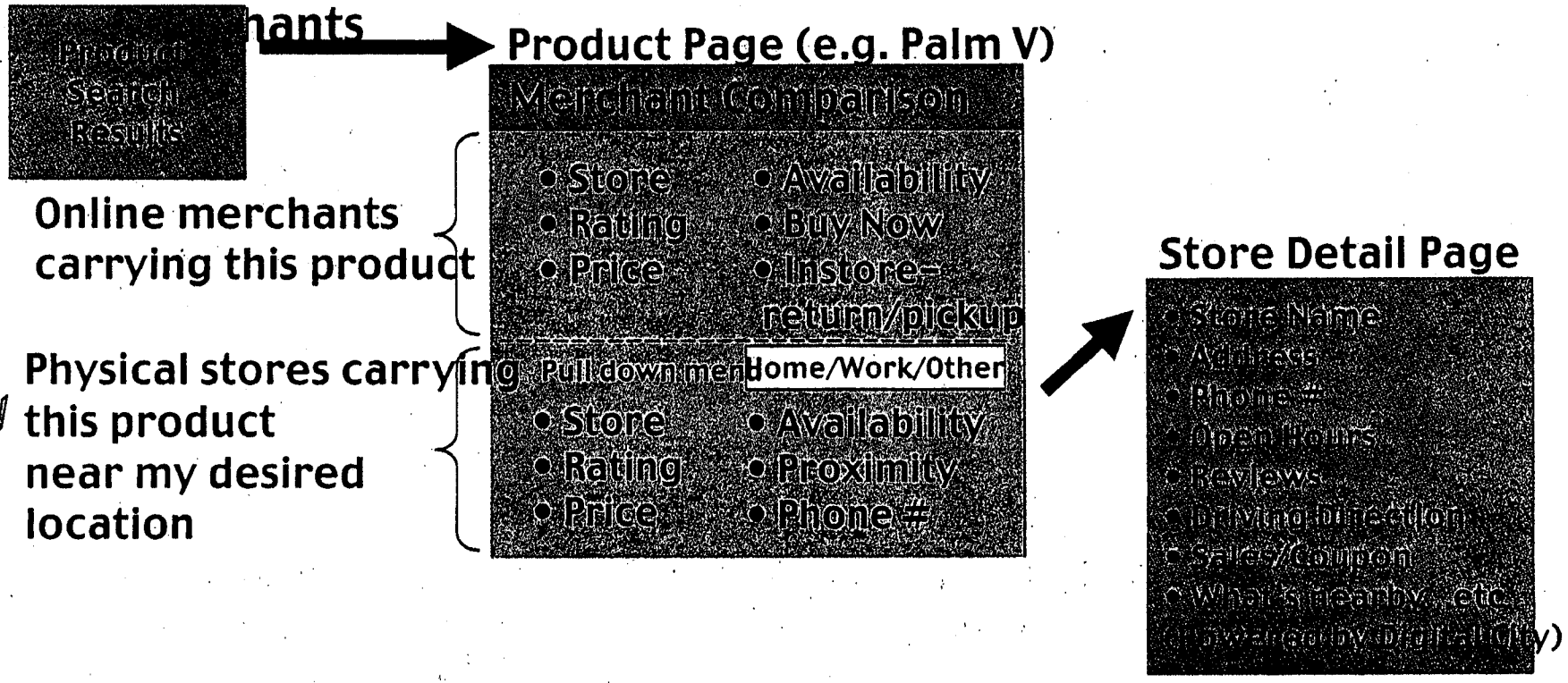
Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final

Shop@

The Long Term Vision (outside the scope of this bullet)

- Provide a <u>true multi-channel</u> (both online and offline) merchant comparison environment with the latest store-level product pricing and availability info from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants



Cost and Benefit

Revenue & Traffic Impact

Generate $1.3M in yr 1 & $1.8M in yr 2 via local ad impressions

Generate additional 1.7M page views in yr 1 & 2.4M in yr 2

Open future revenue opportunities via this localized platform

Did I mention Y!, MSN and Amazon don't have it?

Retention

Consumers:	HIGH
Click-&-Mortar Merchants:	HIGH
Pure-play e-tailers:	-ve

2-month Development Cycle (Est.)

Engineering	3.5 pm
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

pm = person-month

Key Dependencies / Risks

- Depends on Digital City to provide the proximity search and the localized content – *Mitigation: Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request*

- Privacy concern on allowing user to store zipcode/address – *Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Kent once features are finalized*

- Negative reaction from "pure-play" e-tailer partners – *Mitigation: Ask Account Management team for feedback*

- Different product assortment at Web channel vs. Physical store channel for a merchant – *Mitigation: create*

Open Issues

- Can/should we deliver the "stored" user zipcode / address to UMP? – Need to check with Personalization Divlet

- In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Listing, Dept Pages) – Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.

- Do we need permission from merchant partner to deploy "Store Locator"? – Need to check with Acct Mgmt

What's Next?

- Core team assignment – this week
- Further investigate open issues and risks
- Project Kick-off Review & PRD – week of 10/30/00

B

Product Requirements Document (PRD)

Shop@Anywhere Bullet - Online/Offline Integration *<Code Name: Yoda>*

[Release 1.0] [10/23/00]

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☒ Review Draft
☐ Final for Acceptance by Core Team

Document Owner
Vincent Tong, Sr. Product Manager, Shop@ Products Group, AOL
EMAIL vincentt@netscape.com, AIM vincentmkt007, TEL 650-937-4775

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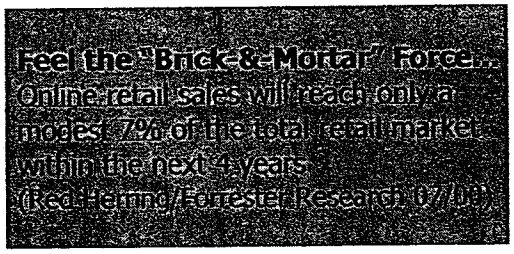
EXECUTIVE SUMMARY



Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). The Shop@ channels have done nothing to address this need so far. There is a huge opportunity for AOL to win the online/offline integration battle vs. the competition by having Digital City and Shop@ channels joined forces. Immediately, consumers will witness a better comparison shopping experience with the ability to easily and conveniently find nearby retail locations of "click-&-mortar" merchant partners. In the long term, we will be able to open up new revenue opportunity by moving up the value chain (e.g. enabling large manufacturers/distributes to sponsor their "brick-&-mortar" dealers). It is an important yet simple first step to the right direction.

PURPOSE OF PRD

The purpose of this document is to define the target for the product team and extended operational team. It communicates the objectives and priorities of the product so that the product team makes the best decisions. It translates/tie business objectives so that team members can clearly understand how their work contributes.

REVISION HISTORY/CHANGE SUMMARY

Release 1.0: (10/23/00) Initial draft for review by core team.

ASSOCIATED DOCUMENTS

The following documents will also be written in conjunction with this requirement document.

Design/Testing:
- Technical specifications- Kamal A.
- Usability tests – Peter G.
- Test Plan – QA lead?

Launch:
- Marketing plan – Vincent T.

Post-mortem:
- Postmortem - Vincent T.

PRODUCT CONTACTS

Product Development Team (- Core Team)*

Name	Organization	Role	Phone	E-mail
Vincent Tong*	Shop@Products	Product Mgr	650 937 4775	Vincentt@netscape.com
Amanda Halbert*	AOL e-commerce	Business Owner	703-265-1151	ahalbert@aol.com
Randy Wagner*	Digital City	Digital City Counterpart	703-265-3342	rwagner8@aol.com
Kamal Acharya *	Shop@Products	Engineering Mgr	650 937 4383	acharya@netscape.com
Peter Gremett*	Shop@Products	UI Designer	650 937 6504	Pgremett@netscape.com
TBD*	Shop@Products	Project Mgr		
Aron Boggs	AOL e-commerce	Interface with AOL Member Support	703-265-1468	boggsaron@aol.com

Stakeholders and their Representatives (- Key)*

Name	Organization	Role	Phone	E-mail
Katherine Borsecnik*	AOL e-commerce	Executive "Good to Go" approval	703 265 3480	KatherineB/a@aol.com
Todd Goldman*	Shop@Products	Executive "Good to Go" approval	650 937 6434	tgoldman@netscape.com
Patrick Gates*	AOL e-commerce	Executive "Good to Go" approval	703 265 0037	Patrickgates/a@aol.com
Jim Ambach*	Shop@Products	Executive "Good to Go" approval	650 937 3948	ambach@netscape.com
Todd Unger*	Digital City	Executive "Good to Go" approval	703-265-0209	Digitodd@aol.com
Jim Bramson	Legal	Legal Counsel	703-265-1075	JimBramson@aol.com
Carol Madson	Shop@Netscape	Shop@Netscape representation	650-937-6268	cmadson@netscape.com
Veronica Gabriel	Shop@CompuServe	Shop@CompuServe representation	614-538-3842	vgabriel00@cs.com
Chris Iannuccilli	Interactive Marketing /Account Management	Communication with merchant partners	415-844-9134	Iannuccilli@aol.com
Sean Guy	AOL Member Services	AOL Member Support	703-265-1510	seang567@aol.com
Al Patel	AOL E-commerce	Mar Comm	703-265-2793	Alkentpatel@aol.com

CONCEPT AND OBJECTIVES

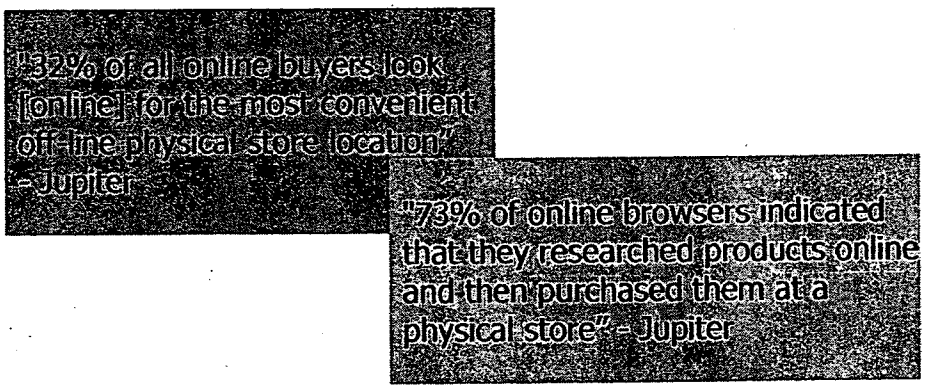
Goal

IMMEDIATE GOAL
Unlock the power of Digital City, AOL's crowned jewel in the localized content play, into the Shop@ space. Create a better comparison shopping experience by enabling Shop@ users to easily and conveniently find nearby retail locations of Shop@ merchant partners.

LONG TERM VISION
Provide a true "one-stop-shop" for consumers to comparison shop. They may perform product search and merchant comparison on individual products from large and small "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.

Problem Definition

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from nearby physical store all-in-one-place. The Shop@ channels are not addressing this need at the moment.



Business Objectives

Categories	Objectives
Consumer Satisfaction	Increase retention by making comparison shopping easier and more convenient
Merchant Partner Satisfaction	Increase retention of "Click-&-Mortar" merchant partners by highlighting their "offline" assets
Strategic	Earn consumers' trust, as they release their zipcode/address to us
	Open up future revenue opportunities via this localized platform (e.g. move up the supply chain to add value to manufacturers and to mom-&-pop stores)
Traffic	Generate incremental pages views
Revenue	Drive local ad impressions via Digital City

Prioritized Metrics

How do we know if we succeed?

Type	Priority	Metrics
Consumer & Merchant Partner Satisfaction	H	Deploy Yoda to 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, within 3 months after the initial launch
Consumer Satisfaction	H	Achieve a click-thru rate of 5% for the "Store Locator" feature, within 3 months after the initial launch
Strategic	M	15% of users will "store" their zipcode/address for repeat usage, within 3 months after the initial launch
Page Views	H	Generate incremental page views of 21M in year 1 and 32M in year 2 (see Product Economics for assumptions)
Revenue	H	Drive additional local ad impressions via Digital City valued at $1.6M in year 1 and $2.4M in year 2 (see Product Economics for assumptions)

High level constraints

Categories	Constraints
Budget	None identified (It's been approved as part of the Shop@Anywhere Bullet)
Schedule	None identified
Staffing	UI resource constraint
Merchant	None identified

MARKET ANALYSIS & OPPORUNITY

Target Users

The primary audience is the current users of Shop@ channel: (Tier 1: Shop@AOL & Shop@AOL.com. Tier 2: Shop@Netscape & Shop@CompuServe. Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp) The prioritization is based on their need and desire to shop offline.

- Priority 1: "Shirley"
- Priority 2: "Steve"
- Priority 3: "Chantilly"

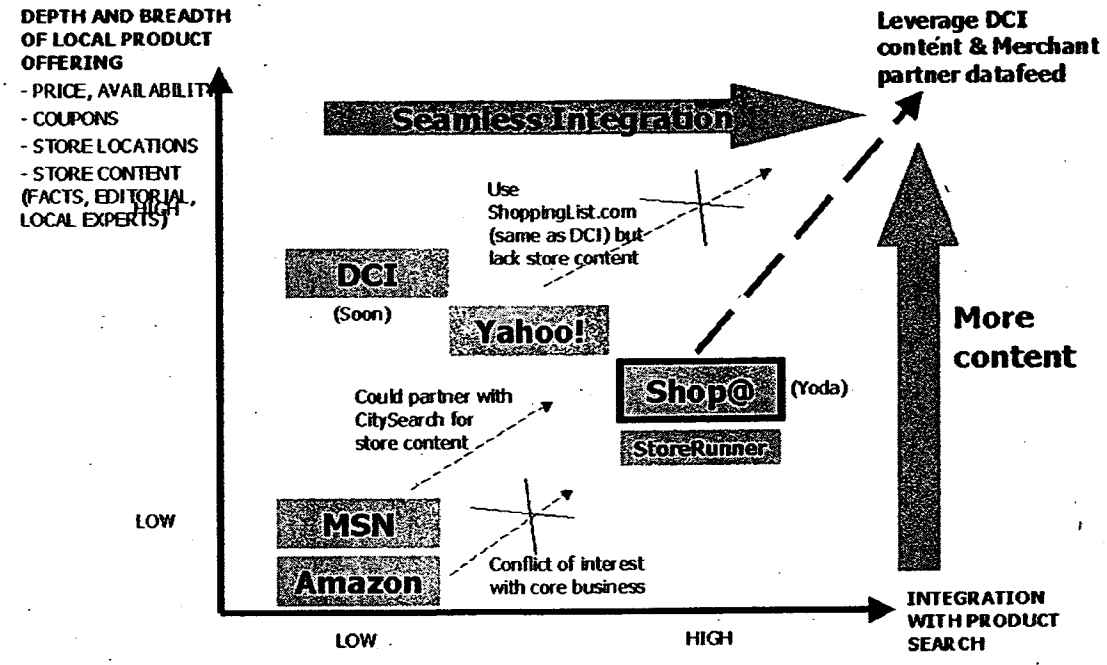
(See appendix for the AOL Shopping Personas)

The secondary audience is the potential traffic coming from Digital City via the Shop@AOL.com integration points. Digital City is the most trafficked local content network in the U.S. with over 6M unique users/month, 8% reach (Media Metrix, June 2000 Home/Work).

- Priority 1: "Clicks-and-mortar shoppers": Using this term loosely to describe people who research/shop online as a means to buying offline. Research discussed at the Kelsey Local Commerce Conference indicated that 60%-70% of online shopping results in offline purchase, approaching $750 million in annual purchases within the next few years.
- Priority 2: "Shopping enthusiasts": people who love to shop and see shopping and "the thrill of the hunt" as entertainment. Includes both in-town and visitor segments (about 50% of unique users for any particular Digital City come from outside the market)
- Priority 3: "Bargain-seekers": price-driven shoppers and sales fanatics interested in where to get the best deal, coupons/special offers, and sales.

(Source: Todd Unger, Digital City. Prioritization by Vincent Tong)

Competition



The winner will be determined by its ability to seamlessly deliver the most comprehensive store-by-store product content and store content. With Digital City as the competitive advantage on the store content front, the Shop@ channels are well positioned to win the online/offline integration war. To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels <See Long Term Vision>

PRODUCT ECONOMICS

AOL monetizes this product directly via incremental page views to Digital City.
Please see appendix for more detail.

Summary	Jan-Dec 2001	Jan-Dec 2002
Incremental page views	21M	32M
Revenue	$1.6M	$2.4M
Est. based on $75 CPM		

KEY ASSUMPTIONS

- Only traffic driven by the Merchant Comparison area's "Store Locator" feature via Product Pages and Shopping Assistant are considered here.
- Traffic via other integration points (e.g. A-Z Store Directory, Department pages) are too trival
- Future revenue opportunity as we built this localized platform is not considered in this model
- Higher retention rate of "Click-&-Mortar" merchants are not considered in this model
- The growth rate of online buyers from Jupiter is applicable to that of our users

PRODUCT AND SERVICE

Value Proposition

Consumers

- Convenience! -- Make comparison shopping easier, as the local store listings of merchants are readily available with a click of the button at convenient places within the Shop@ environment (e.g. Merchant Comparison area)
- Quick access to entertaining and helpful local store content via Digital City's Details Page (e.g. map, driving direction, user review, professional review, store sales, coupons)
- Bottom Line = AOL provides us with a better comparison shopping experience for online merchants and local stores — HIGH

*In the long term, we should be able to expand the universe of Shop@ partners to include "brick-&-mortar" only stores. "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

Prioritized Requirements

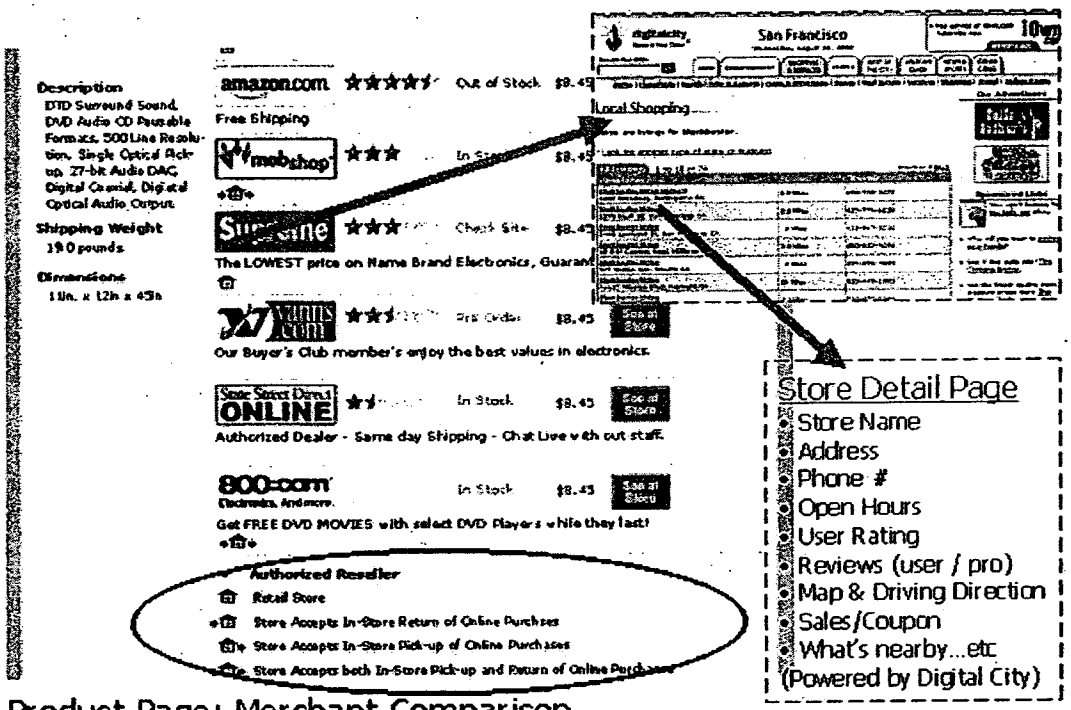
The purpose here is to clearly communicate prioritized requirements to engineering, UI and QA so that they can make the correct trade-offs when making and implementing design decisions. The following requirements are prioritized as follows:

- P0 = Non negotiable. It isn't a functional product without this feature.
- P1 = Critical. Product can initially exist without this feature but not for long.
- P2 = Differentiating feature that may provide significant marketing value.
- P3 = Would be nice to have.

Please also see appendix for Terms and Definitions

Summary

- Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Directory)
- User may store multiple target locations (link to UMP)
- Indicators of merchant's local store return/pick-up policy for online sales



Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final design) page 7

Requirements	Priority
DRIVE AWARENESS AT SHOP@ CHANNELS	
"Store Locator" indicator next to each "click-&-mortar" merchant partner. It triggers the proximity search feature	P0
Clearly identify the different types of in-store return/pick-up policy for online sales of each "click-&-mortar" merchant partner A) Store Accepts In-Store Return of Online Purchases B) Store Accepts In-Store Pick-up of Online Purchases C) Store Accepts Both In-Store Return and Pick-up of Online Purchases D) Don't know or None	P1
Placement in Merchant Comparison area (includes but only limited to Product Page and Shopping Assistant) across Shop@channels	P0
Placement in Department Pages across Shop@channels	P1
Placement in A-Z Store Directory across Shop@channels	P1
Display the number of nearby stores for each "click-&-mortar" merchant within the default/predefined radius of the user's "stored" target location	P2
TARGET LOCATION(S)	
Solicit user for address, zipcode or city, state (within Shop@ channels). Pre-fill the form on repeat visits with the last selection (cookie?).	P0
Enable the same functionality for "Find It Locally"[1] feature under Shopping Search	P1
Enable and encourage user to "store" multiple target locations (e.g. home, work, grandma's house). User may easily pick any one of their target locations to perform the proximity search. Requires authentication of the corresponding membership (e.g. AOL, CompuServe, Netscape). Information will be stored as an extended UMP profile for the user so that the data will be standardized and tightly controlled and other applications can share this data (should collaborate with MapQuest and UMP owner Rizwan Ali on this).	P2
Pre-fill target location form from user's core UMP under Shop@AOL and Shop@ CompuServe (if any). <Subject to Privacy Issue>[2]	P3
User may define the search radius (could be stored along with the target location as well)	P3
PROXMITY SEACH (BY DIGITIAL CITY)	
Search: With the target location, merchant name and search radius (default or user-defined) as parameters, search for the merchant partner's physical stores in the Digital City directory.	P0
Presentation of Search Result: Minimally, the search result must display store name, proximity to target location and phone number. If there is no result, user will be advised to return to select another Shop@ merchant partner. If there are more than one search result, the stores will be ranked by proximity starting with the closest one.	P0
To ensure accuracy of search result (e.g. Blockbuster Fireworks Inc. should not be returned as a search result for "Blockbuster"), the "click-&-mortar" merchant partners should be mapped to their retail outlets at the Digital City directory (e.g. add a Shop@ merchant ID to all Blockbuster stores and use this ID as search	P0

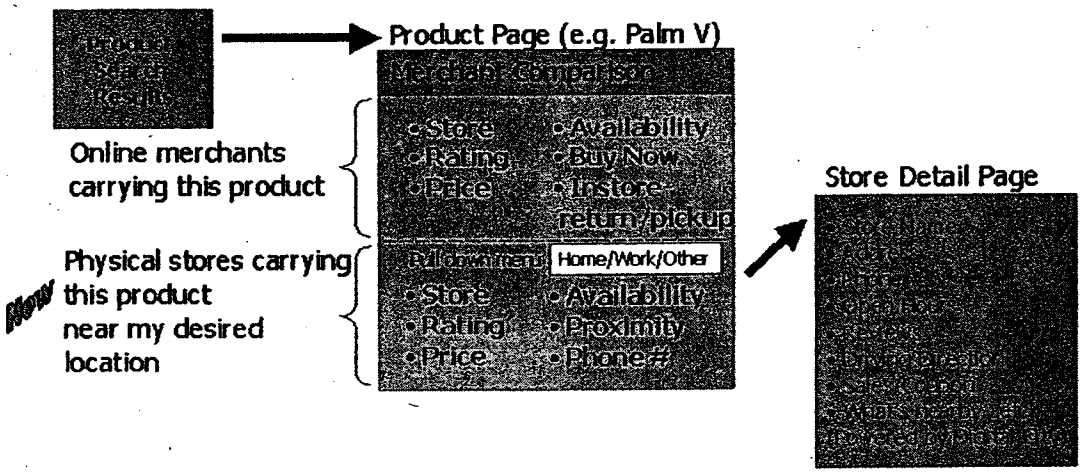
[1] "Find It Locally" resides on the Shopping Search 2.0 Result Page. Currently, it collects a zipcode from the user and passes the search's product category and the zipcode to Digital City. The result would be a list of offline merchants under the same product category and the zipcode.

[2] Currently, UMP (Unified Member Profile) is at it early infancy. According to UMP's Product Manager Rizwan Ali, it does not collect info from subscriber's billing profile (due to privacy issue) and depends largely on My AOL.com. Moreover, information stored at core UMP (e.g. address, birthday) also need to be assigned whether it could be shared for application outside My AOL.com or not.

parameter instead of merchant name)	
Each search result contains a direct link to the store's Details Page	P0
STORE DETAILS PAGE (BY DIGITAL CITY)	
Content Availability: With an estimated launch in mid-Dec 2000, the Details Page is the heart of Digital City's enhanced shopping directory. While the exact amount of content for each location may vary depending on Digital City's content acquisition efforts. Here is the prioritized list of content item for all "click-&-mortar" merchant partners.	
- Venue description (store name, address, phone #, & editorial)	P2
- Photo	P2
- DCI Utilities ("Map") & Driving Directions (takes the target location)	P0
- Enhanced Data – hours, accepted payment, price info, return policy, parking, cross street, upcoming events	P2
- Local Expert Reviews	P2
- Fulfillment Tools (sales, coupon) via ShoppingList.com co-brand	P1
- Shop@ Integration (static link to Shop@AOL.com)	P0
- NetBusiness Biz Card tie-in	P3
Update Content: With a one week turn-around time, a Digital City Producer should be able to update the "factual" content items of individual listing upon the request of Shop@ merchant partners via their Account Managers. These items include "Enhanced Data" & "Venue description" (except for the editorial). Moreover, the producer should also be able to handle adding a new store and deleting a "closed" one in the same time frame as well. The change should propagate across the Digital City directory.	P0
Block "Unfriendly" Advertising: With a one week turn-around time, a Digital City Producer should be able to filter out advertising deemed "unfriendly" by the Shop@merchant partners. The change should be limited to only this co-branded Details Page.	P2
THE DIGITAL CITY & SHOP@ CO-BRAND EXPERIENCE	
Until the user returns to the Shop@ channel, his/her entire experience after igniting the "Store Locator" feature will be co-branded by Digital City and the corresponding Shop@ channel	P0
The co-branded site will be stripped of all non-shopping related content to minimize distraction of user's online shopping activity. However, user can always access the entire product offerings of Digital City by clicking on the "Digital City" logo.	P1
CUSTOMER CARE	
Self Help FAQ on this feature should be readily available within the co-branded environment	P0
Consumer feedback form should be readily available within the co-branded environment. The "categorized" feedback form is a vehicle for Shop@ Product Group to collect user comments on this feature and is NOT meant to be answered by customer service.	P1
REPORTING	
# of impressions, click-thrus and empty result of the "Store Locator" feature for each "click-&-mortar" Shop@ merchant partners, per Shop@ channel-location (e.g. Product Page's Merchant Comparison at Shop@Netscape.com)	P0
# of Page Views at Digital City & Shop@ co-branded page via the "Store Locator" feature, per Shop@ channel	P0
# of Unique Users "storing" their target location for repeat usage	P1

Long Term Vision

Summary:
Provide a true multi-channel (both online and offline) product search and merchant comparison environment on individual products from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.



- Seamlessly integrate the latest product information (e.g. availability, pricing) of individual physical retail locations of Shop@ merchant partners into Shop@ Product Search and Merchant Comparison all-in-one-place.
- Include product information on store-by-store level from "Click-&-Mortar" merchant partners into the Datamart
- Include product information on individual "Brick-&-Mortar" Mom-&-Pop stores (sponsored by manufacturers?) into the Datamart
- Provide Product Page for "Specialty" items, currently un-available due to the lack of product content. With local store information, it might be compelling enough to have a Product Page for Guess Jeans.

Be patient....
Unfortunately, merchants are NOT ready yet. Most "Click-&-Mortar" merchants have NOT synchronized their Web and physical store retail channels. That means they lack the ability to pinpoint the availability or even the pricing of an individual product for each of their physical stores. Echoing the "Competition" section.... To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels.

UI Design Goals

AOL Shopping Persona	User Experience Goals to "Find nearby stores of Shop@ merchant partners"
Shirley	- EASY: The "Store Locator" features are conveniently located next to all "click-&-mortar" merchant partners throughout the Shop@ channel. It's so easy to find them. - SENSE OF ACCOMPLISHMENT: a.k.a. dummy-proof. The "Store Locator" feature is so easy to use. There is no way for me to make a mistake, unless I type in the wrong target location.
Steve	- FAST: Once I decided that I like this product, I can quickly compare prices from online store and call up nearby local stores for pricing and availability. 2 or 3 clicks.... I am done.
Chantilly	- FUN: There is so much interesting content on the Details Page for this store (e.g. Local Expert reviews on this store). I can't wait to tell my sister about it.

<See Appendix: AOL Shopping Persona for details on the personas>

Other Goals:

- It is highly likely that there are different product assortment at Web channel vs. Physical store channel for a merchant. If the user is coming from the Merchant Comparison page, we need to set the right expectation with the user that the local stores might or might not carry this product and the pricing might not be the same.
- Avoid distracting consumers with other DCI content. Filter out the non-shopping related content.
- User may easily return to what they were doing at the Shop@ channel (e.g. the "Store Locator" feature could open a new window for the Digital City co-brand)
- The placement of "Store Locator" will NOT cause the Product Page to violate the merchant agreement of display at least 2 merchant at merchant comparison area above the fold.

Release Criteria

HARDWARE

The following requirements are expected to run on the following hardware platforms:
<Please see appendix>

WEB

- No P0 or P1 defects
- No misspellings or alignment errors can appear in the UI
- Proximity search results will be generated correctly at least 99% of the time
- Having the "Store Locator" on Shop@ channels does not noticeably effect the download speed
- Digital City can process proximity search request and push search results within 8 seconds at peak time, 3 seconds average
- Digital City can support an additional 5 service requests per second at peak for the proximity search
- It should take a Digital City producer a one-week turnaround time at the maximum to update store content on Details Page, adding a new store or deleting a closed store
- All help documentation (FAQ) describing "Store Locator" usage is included
- The following usability criteria will be demonstrated through user tests
  - 90% of tested users do not find "Store Locator" distracting
  - 90% of tested users understand what "Store Locator" will do for them before clicking on it
  - 90% of tested users can find the local stores of a "click-&-mortar" merchant in front of their screen without additional instruction, especially with the target location tool
  - 80% of tested users indicate that the search results and Details are useful while shopping, and that they would use it again

OPERATIONS

Operational issues and Resolutions

SUPPORT CONSUMERS

Support	Tier 1: Shop@AOL & Shop@AOL.com	Tier 2: Shop@Netscape & Shop@CompuServe	Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp
Email	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)
Phone	None	None	None
On-line	Self-Help FAQ	Self-Help FAQ	Self-Help FAQ

SUPPORT MERCHANT PARTNERS

<Store Info Update>

- *"Click-&-Mortar" merchant partners* are expected to request updates on their local store content in the Digital City database (e.g. new phone #, new store opening, store close-down, store relocation) via their *Account Managers*
- The assigned *producer* at Digital City to handle this request is TBD.
- We must be careful in setting the right expectation with merchant partners on the editorial integrity of Digital City. Digital will ONLY change the factual content items on the Details Page.

RISK AND ISSUES

Issues

Areas	Status	Issues
Legal	Open	Privacy concern on allowing user to store zipcode/address - Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Jim Bramson and Kent Walker once features are finalized
Merchant	Open	Do we need permission from merchant partner to deploy "Store Locator"? - Need to check with Acct Mgmt
Placement	Open	In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Directory, Dept Pages) - Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.
UMP	Closed	Can/should we deliver the "stored" user zipcode / address to UMP? - Need to check with Personalization Divlet
Space Limitation	Open	On Product Pages, we are promising that 2 merchants will be display at merchant comparison area "above the fold". Need to verify with Account Services.

Risks

Areas	Risks	Contingency (Plan B)
Merchant Partner Satisfaction	Potential negative reaction from "pure-play" e-tailer partners	Ask Account Management team for feedback

Dependencies

Areas	Dependencies	Contingency (Plan B)
Internal Tech & Content Partner	Depends on Digital City to provide the proximity search and the localized content	Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request

RESOURCE AND SCHEDULE

Schedule (Preliminary)

Staffing (Preliminary)

<Source: Jun Huang & Steve Rubinstein>

2-month Development Cycle (Est.)

Engineering	3.5 pm*
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

*pm – person-month

Appendix

Usage Estimate

KEY ASSUMPTIONS											
- Revenue from Store Locator at A-Z Store List is too trival											
- Future revenue opportunity as we built this localized platform is not considered in this model											
- Higher retention rate of Clicks-&-Mortar merchants are not considered in this model											
- Est. traffic between Aug 01 - July 02 is used for Yr 1											
- The growth rate of online buyers from Jupiter is applicable to that of AOL users											
TRAFFIC ESTIMATES											
	US online buyers (Jupiter 1/00)			Page Views for Product Pages							
	Yr	Online Buyers	Growth Rate	Annual	Period						
	2,000	39,000,000	n/a	154,856,365	Aug 00 - July 01 (AOL e-commerce Estimates)						
	2,001	52,000,000	33%	180,836,713	Yr 1 (Using AOL e-commerce est for Jan-Jul '01 and using Jupiter's Growth Rate for Aug-Dec '00)						
	2,002	67,000,000	29%	233,001,150	Yr 2 (Using Jupiter's Growth Rate)						
				YEAR 1	YEAR 2	SOURCE/EXPLAINATION/ASSUMPTION					
DIRECT REVENUE FROM STORE LOCATOR				Jan 01-Dec 01	Jan 02-Dec 02						
	Merchant Comparsion Only Page PVs			180,836,713	233,001,150	Shopping Assistant is driving traffic to Merchant Comparsion					
						Only Page in the same rate as Search to the Product Page					
	Page Views (Product Page & M.C. Only Page)			361,673,426	466,002,299						
	Avg # Merchants at M.C.			4.0	4.5	Shop@ M.C. team					
	% Click-&-Mortar Merchant			30%	30%	Shop@ A-Z Store List 8/8/00					
	% Store Nearby User			20%	20%	Wild guess. Important.					
	% Local Store Available at M.C.			24%	27%	(% Brick-&-Mortar Merchant x % Store Nearby User) x Avg # merchants at M.C.					
	% User decided to pursue a merchant			30%	30%	Shop@ M.C. team					
	% User prefer to shop offline			75%	75%	Jupiter					
	% Subtotal			5.4%	6.1%						
	PVs on Proxmity Search Result Page (DCI)			19,530,365	28,309,640						
	% Click-thru to Details Page			10%	15%	Wild guess. Need to ask DCI					
	PVs on Details Page (DCI)			1,953,037	4,246,446						
	Total PVs			21,483,402	32,556,086						
	CPM			$75	$75	Digital City - Shopping Category (Todd Unger)					
	REVENUE			**$1,611,255**	**$2,441,706**						
SERVER LOAD ESTIMATE											
	Service Requests		For the Year	19,530,365	28,309,640						
			Peak Month (Dec) = 18%	3,515,466	5,095,735						
			Daily Avg During Peak Month	113,402	164,379						
			Peak Hour (10% of day)	11,340	16,438						
	Service Requests Per Second During Peak Hour			3.15	4.57						

Terms and Definitions

The following terms are used (and italicized) throughout the PRD, especially in the requirements section.

"Click-&-Mortar" Shop@ Merchant Partners: Shop@ merchant partners with physical retail outlets and a web store-front (e.g. BN.com)

"Brick-&-Mortar" Shop@ Merchant Partners: Merchants with physical retail outlets and no web store-front (e.g. Mom-&-Pop store)

"Pure-Play E-tailer" Shop@ Merchant Partners: Shop@ merchant partners with a web store-front but no physical retail outlets (e.g. eToys)

System Users

There are three different classes of users for the Shopping Assistant: shoppers, administrators and producers, and executives. Each class is described below. Features for shoppers will be developed first, followed by features for administrators and producers, and finally executives.

Shoppers: These are the end users of the system. They interact with the system from within the AOL and CompuServe clients. Their goal is to shop online.

Administrators and Producers: These are the users charged with the ongoing operation and maintenance of the system. These users are responsible for trouble-shooting, for adding/deleting and editing merchants and sites where Shopping Assistant services are recommended, and for performing routine maintenance. Their goal is the successful operation, maintenance and expansion of the Shopping Assistant.

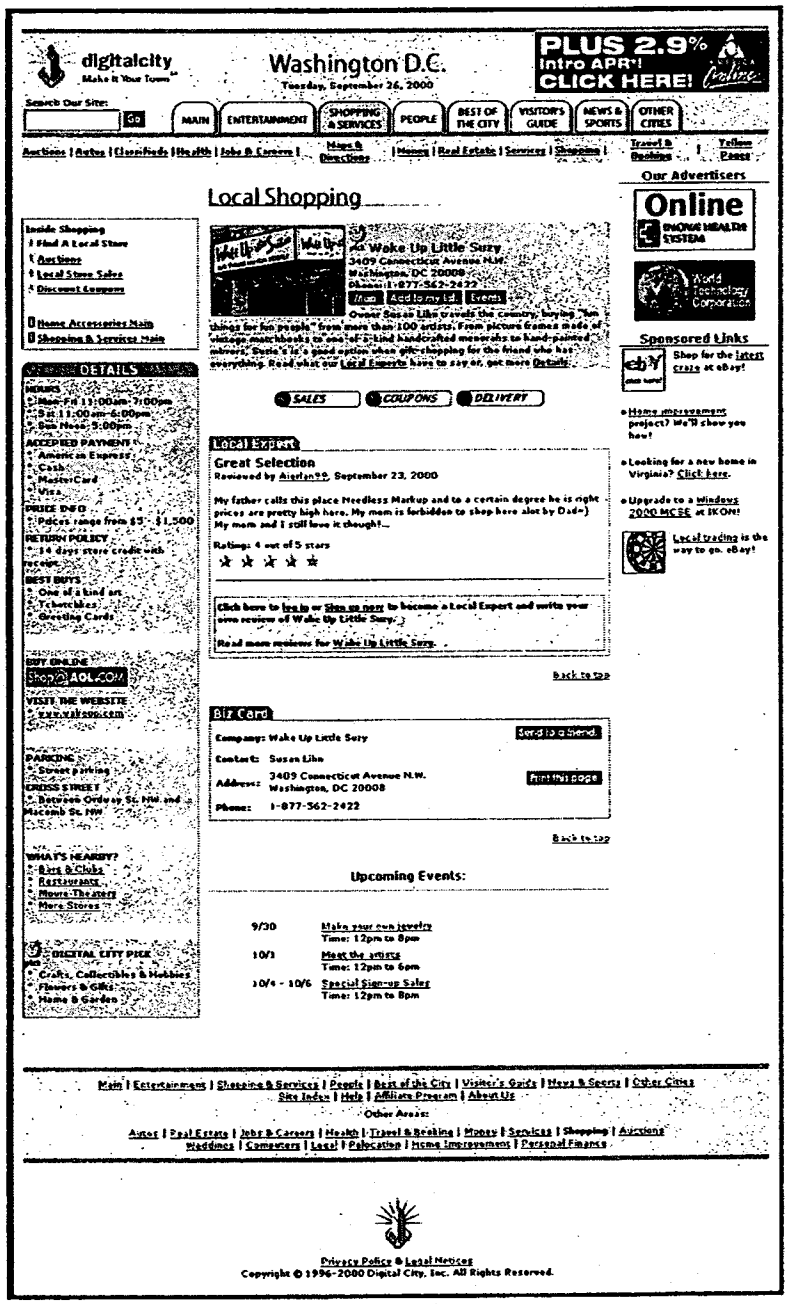
Executives: Executives are interested in tracking the use and acceptability of the Shopping Assistant. Their goal is to determine how the Shopping Assistant is functioning and whether it is attaining its success criteria.

AOL Shopping Personas

<Source: Peter Gremett>

Mock-up of Digital City Details Page (not final)

The details page is the heart of Digital City's enhanced shopping directory:.



Hardware Requirements

Unless otherwise noted, the features described in PRD are meant to run on the following hardware configuration:

Server-Side

- Operating System: Solaris 2.6 and above
- Processor: Sun E450 4 CPU
- Memory: 2 GB RAM
- Disk Space: 4 GB hard drive space

Client-Side

- Operating System: Windows 32-bit, Win95/98/Me, Win NT/2000, Whistler
- Processor: Pentium Class PC
- Memory: 16 MB RAM
- Disk Space: 48 MB hard drive space
- Screen Resolution: Minimum resolution: 640 x 480, 256 colors
- Internet Connection: Modem: 28.8

C

From - Fri Feb 02 19:31:06 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.252]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G85NQZ00.R8C; Fri, 2 Feb 2001 16:23:23 -0800
Message-ID: <3A7B4F21.70A49ED4@netscape.com>
Date: Fri, 02 Feb 2001 19:21:53 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/2/2001</h3>
1. Continued work on Local Stores design. Met with Search team and
discussed

issues related to merchant database, detection of user's location and
events

database.
<p>2. Started work on installation and configuration of VL5 plugin. This
is

being done on landscape.mcom.com, a development server, for Magic Carpet

authentication. This is to be followed with testing of authentication
for

AOL in-service users.
<p>3. Review of career development plan.
<p>4. Support/maintenance work on Shopping List. Updated the demo pages
to include

all the required parameters when adding products to Shopping List.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

D

From - Sun Feb 11 09:13:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.200]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G8LJJ400.TI4; Sun, 11 Feb 2001 06:13:52 -0800
Message-ID: <3A869DC7.2489D7A2@netscape.com>
Date: Sun, 11 Feb 2001 09:12:23 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/9/2001</h3>
1. Continued work on Local Stores design. Met with Rick Henderson
and Glenn Mi to talk about modifications to the Merchant Compare service
to include local store information. Finalized most of the outstanding design
issues.
<p>2. Continued work on installation and configuration of VL5 plugin. Successfully
configured the VL5 plugin on landscape.web.aol.com to read Magic Carpet
Authentication headers (for web users).
<p>The Magic Carpet VL5 catalog is not released to production and the TurboWeb
group does not yet have a test environment set up to

test new catalog which includes the latitude/longtude information.
<p>I still haven't received the mapping file for converting location information
to a zip code. The person responsible in the AOLNet Ops is no longer
working in the group due to reorg and I have sent mail to the manager,
Steve Long, asking for the file.
<p>3. Completed focal review.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

E

From - Mon Feb 19 07:32:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G8RT5V00.PXA for <srinivas@dredd>; Wed,
14 Feb 2001 15:27:31 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f1ENRUI18467
for srinivas; Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Resent-Date: Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Message-ID: <3A8B1484.C175144B@netscape.com>
Date: Wed, 14 Feb 2001 15:28:04 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Todd Goldman <tgoldman@netscape.com>,
Jim Ambach <ambach@netscape.com>,
Peter Weck <weck@netscape.com>,
Tony Schofield <ant@netscape.com>,
Rajesh Mahajan <rmahajan@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"CEQsDD.A.OgE.hRxi6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere status for week ending 2/9/01
<p>This week:

Local Store:

Finished design doc. Design review scheduled for the next week.

Continued experimentation with the VL5 plugin. Still waiting for the mapping file for converting location information from VL5 header to zipcode.

Shopping Widget:

Finished design doc. Design review scheduled for the next week.

Implemented class to generate XML from parsed data.

Started working on image manipulation.

Product Page Anywhere:

Finished design doc. Design review scheduled for the next week.

Completed Focal Review.

Worked on the Integrated Schedules.

Next week:

Hold design reviews.

Reexamine schedules.

Get schedule commitments from DCI and P13n divlet.

Issues:

Getting schedule commitment from DCI is still the biggest issue.

Project Management status:
<p>Accomplisments this week:
<p>- Continued work on the event codes. Merchant Comparison, Shopping Assistant,
and Wallet have event codes that still need work. Wallet has some that need to be set up with

"impact", a new tool from the NOC that allows an event to be monitored over a specified amount of time so that it only gets reported if it occurs x amount of times during x duration of

time.

- I talked to AOL San Diego (Personal Logic) to make them aware of the changes to product pages.

- Followed up with Jim Bramson on copyright requirements on the printer friendly pages.

- Met with EMC rep from Operations to review our new projects.

- Started conversations with Ops to make them aware of our new projects and get assignements. Still need to do followup.

<p>Issues:

- QCPP 2.0 has no schedule or official plans yet. However if they want to make it into Shopping Assistant for AOL 6.5, they need to start working on it now. Ellen, the new PM for

QCPP 2.0, is aware and addressing the issue.
<p>For next week:
<p>- Continue working on event codes.

- Followup with Ops on new projects. Will invite them to the Design reviews this week.

- Finish non-engineering schedules for the Shop@anywhere projects.

- Hopefully get to committed schedule by end of week.

- Kimberly Blessing will be visiting. We should discuss the Local Stores and ShopHelp.

- Eirene Espinosa is also visiting. She is the Project manager for AOL client 6.0 refresh. Meeting with her regarding Shopping Assistant.

 </html>

F

From - Tue Mar 06 22:26:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.51]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id G9T3WU00.KGH;
Tue, 6 Mar 2001 18:50:54 -0800
Message-ID: <3AA5A1A8.430C21A1@netscape.com>
Date: Tue, 06 Mar 2001 21:49:12 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/2/2001</h3>
1. On vacation from 3/1 to 3/2
<p>2. Continued work on VL5 configuration/testing. The current problem
with testing for Magic Carpet authentication is that the user auth information
(screen name, service type, etc) is available only for the first request
to the web server. I have sent my configuration files to the vlsupport
team, but no resolution, yet.
<p>3. Started making modifications to the Merchant Comparison module to
include local store information.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

From - Wed Mar 07 06:10:09 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9TEFY00.NP8 for <srinivas@dredd>; Tue, 6 Mar 2001 22:38:22 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f276cMA19954
for srinivas; Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Resent-Date: Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Message-ID: <3AA5D780.628482A1@netscape.com>
Date: Tue, 06 Mar 2001 22:38:56 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"_hpnKC.A.U3E.dddp6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Escalations

None.

Accomplishments

Product Page Print & Email

Installed Search code on development server. Still some issues with
the cache database. Continued setting up the development environment.</
li>

Worked on the Mail Handler backend code.

Met with QA team to help develop test plan.

Engineering and QA participated in the finalized UI review.

Local Store

Discussed merchant feed handling strategy with Steve and Yogi. Came up with a workable plan. Need to write down the plan and do a sanity check with others in the divlet and with DCI.

Discussed including Local Store locator on A-Z pages. The Dulles team doesn't want to spend a lot of effort into this. They agreed to include a simple store search widget.

Got familiar with the Merchant Compare code and started coding the local store UI.

Engineering and QA participated in the finalized UI review.

Shopping Widget

QA wrote first draft of the test plan.

Continued working with the P13n folks on the widget implementation details.

Reviewed Shop@Anywhere project requirements with Ops.

Issues

DCI relationship still requires very close management. No need to escalate yet.

Ops raised some issues with our plan to scrape the "store specials" from the department pages. David Habib promised to work with us on this issue and on wardware requirement.

Next week

Product Page Print & Email

Finish setting up development environment.

Try to finish Mail Handler back end.

Local Store

Get agreement from everyone involved on the merchant feed handling. Come up with a plan for implementing the necessary changes to the Tools and feed processing.

Make progress on Local Store UI development.

Widget

Resolve Ops issues.

Meet with P13n QA folks to determine the Widget QA environment and responsibilities.

Resolve open issues with the P13n engineering team.

</html>

H

From - Sun Mar 11 17:34:57 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.166]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9YINY00.BX5; Fri, 9 Mar 2001 16:57:34 -0800
Message-ID: <3AA97B93.3113AA7E@netscape.com>
Date: Fri, 09 Mar 2001 19:55:47 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/9/2001</h3>
1. Continued work on VL5 configuration/testing. Successfully completed
testing of Magic Carpet Authentication. Completed coding for authentication
of AOL and CS users.
<p>Submitted request for VL5 headers (in place of X-AOL headers)
for the Shopping List QA machine.
<p>2. Continued modifications to the Merchant Comparison module to include
local store information.
<p>3. Completed checkin of the code modifications for the enhancements
to Shopping List to support CTA Banner service, after successful testing
by the CTA Banner team.
<p>4. Met with Manomohan Pillai and Michael Forncrook to update them on
recent modifications to Shopping List.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

From - Wed Mar 21 16:11:31 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.115]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAKAEA00.SL9; Wed, 21 Mar 2001 11:06:10 -0800
Message-ID: <3AB8FB2E.1215F57D@netscape.com>
Date: Wed, 21 Mar 2001 14:04:14 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/21/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/21/2001</h3>
1. Put together Shopping List Release 1.1 after completing testing. Mano
to install/test on QA server. The VL5 headers are enabled for QA server.
<p>2. Modified Merchant Comparison module to read local stores information
from text database. I put together a text database using the merchant table
from the production server for Search and the Franchide ID information
from DCI.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

J

From - Wed Mar 28 05:33:01 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.179]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAWLE200.GK6; Wed, 28 Mar 2001 02:34:50 -0800
Message-ID: <3AC1BDD0.E846CDB9@netscape.com>
Date: Wed, 28 Mar 2001 05:32:48 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/27/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/27/2001</h3>
1.Testing still underway for Shopping List Release 1.1 on QA server. It
turned out that the VL5 headers were not initially turned for the cs.com
alias of the server. Currently, VL5 authentication works for both web users
and in-service users (AOL and CS).
<p>We just noticed another problem, initially reported by the CTA team,
where if two users sign in from a web browser in succession, the second
user is authenticated as the first user!
<p>I have informed the vlsupport team of the problem. The installation
of the new release of Shopping List on production servers is likely to
be delayed, pending investigation of the problem.
<p>2. The Merchant Comparison module is modified to work with a text database
of the local store merchants. Both the grid version and standard-html version
of the MC are working now. We are awaiting the activation of the proximity
search interface at DCI so that we can start sending queries to DCI to
look up local stores.
<p>3. Reviewed and provided feedback for the QA Test plan for Local Stores.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

K

From - Wed Mar 28 15:26:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAXCIY00.DNF for <srinivas@dredd>; Wed, 28 Mar 2001 12:20:58 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f2SKKts24266
for srinivas; Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Resent-Date: Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Message-ID: <3AC2479B.35BD15F0@netscape.com>
Date: Wed, 28 Mar 2001 12:20:44 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"PMmFzC.A.w4F.eekw6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/21/01 - 3/27/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Continued working on the Product Page Email JSPs and integration with the

Search servlet.

Integrated with Magic Carpet.

Local Store

Both the grid version and the stand alone version of the Mercant Compare are modified to show local stores. We are awaiting the activation of the proximity search interface at DCI so that we can start sending queries to DCI to look up local stores.

Reviewed QA test plan.

Shopping Widget

Kept working on hosting issues with Ops. We are close to a resolution.
Laura is driving this.

Reviewed HTML for the widget.

Issues

None

Next week

Product Page Anywhere

Try to finish Product Page Email JSPs.

Work on first drop to QA.

Local Stores

Wire Local Store UI to DCI search URL, assuming their interface is live.

Integration testing.

Shopping Widget

Resolve Ops issues.

Work with P13n folks on the QA process

</html>

L

From - Wed Apr 04 06:56:40 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.58]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GB9L1Y00.6ZW;
Wed, 4 Apr 2001 03:56:22 -0700
Message-ID: <3ACAFDC5.4C1A612@netscape.com>
Date: Wed, 04 Apr 2001 06:56:06 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/2/2001</h3>
1. Implemented a workaround for the recently found bug in VL5 plugin. If two users sign in from a web browser in succession, this bug results in the second user being authenticated as the first user. The problem is caused by a authentication cookie set by the VL5 plugin when the first user logs in; this cookie is not regenerated when a second user logs in, but is instead reused, resulting in the second user being authenticated as the first.
<p>The workaround clears the VL5 cookie during logout from Shopping List; a new cookie is then generated by VL5 when a new user logs in. After this workaround is tested on QA server, installation of Shopping List Release 1.1 on production servers will be scheduled.
<p>2. I started installing and running the Search service on a new UltraSparc machine; I could not run Search on my Sparc20 system, landscape, because Search software requires UltraSparc systems.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

M

```
From - Sun Apr 08 16:01:55 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GBA9MA00.PEB for <srinivas@dredd>; Wed, 4 Apr 2001 12:46:58 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f34JkuU27131
        for srinivas; Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Resent-Date: Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Message-ID: <3ACB7A26.44E37ED0@netscape.com>
Date: Wed, 04 Apr 2001 12:46:47 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
        shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"1IP_pB.A.XnG.uo3y6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<b>Shop@Anywhere weekly engineering status</b>
<br>3/28/01 - 4/3/01
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Anywhere</li>

<ul>
<li>
Worked on Magic Carpet integration.</li>
```


Local Store

Reviewed and provided feedback on the plain text feed format specified by DCI. Waiting for the modified DCI proximity search URL to be live, to start doing integration testing. (ETA - mid april)

Shopping Widget

We think we have a resolution on the hosting architecture. Need to circle back with Ops and close it next week.

Issues

None

Next week

Product Page Anywhere

Finish Product Page Email.

Work on first drop to QA.

Local Stores

Start working on the Datamart changes needed to support local stores.

Shopping Widget

Resolve Ops issues.

Make changes to the Extractor based on new deployment architecture.

Look into error handling (Netcool).

</html>

N

From - Tue Apr 10 21:44:54 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.88]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GBLU1600.M9D;
Tue, 10 Apr 2001 18:41:30 -0700
Message-ID: <3AD3B63B.EFD716C@netscape.com>
Date: Tue, 10 Apr 2001 21:41:15 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/10/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/10/2001</h3>
1. Submitted a QAR for installing the latest release of Shopping List on production servers.
<p>2. Coding is mostly done for the Store Locator feature in Search. A flat-file text database is used for the local stores information. Set up demo pages for the initial set of merchants to be included at launch. Need to setup the images for tracking impressions of the Local Store grid and for generating corresponding logging reports on the production IRS servers.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores. Drop to QA.

3. Support CTA Banner service and Shopping List.</html>

```
From - Wed Apr 11 16:04:21 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GAKK4P00.U7C for <srinivas@dredd>; Wed, 21 Mar 2001 14:36:25 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f2LMaNA21734
        for srinivas; Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Resent-Date: Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Message-ID: <3AB92CF3.5A6C9364@netscape.com>
Date: Wed, 21 Mar 2001 14:36:35 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: multipart/mixed;
 boundary="------------5610BFCE826A2EA6621188E8"
Resent-Message-ID: <"X-SK-.A.MTF.mzSu6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>3/14/01 - 3/20/01
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Anywhere</li>

<ul>
<li>
Got HTML from the UI team.</li>

<li>
Continued working on the Product Page Email front end.</li>
</ul>

<li>
Local Store</li>

<ul>
<li>
Got the list of merchant Franchise Id Codes(FIC) from DCI.</li>

<li>
Got schedule commitment from DCI on adding FIC code to their search
URL. 
They commited to have it ready by 3/28.</li>

<li>
Modified Merchant Comparison module to read local stores information from
a text file, put together using the merchant table from the production
server for Search and the Franchide ID information from DCI.  This
```

will allow us to have the local store functionality in the application,
without having to wait for the Datamart & cache changes to be completed.

Shopping Widget

Worked with Ops on hosting the feed server. Discussed our plans with
key players in MyAOL and MyNetscape that we hadn't talked to before.
Need to do another architecture review with MyAol Ops to make sure they
agree to the deployment plan.

Working on putting together the HTML for the widget to hand over to the
P13n folks.

Issues

None

Next week

Product Page Anywhere

Continue working on email UI.

Start working on authentication.

Local Stores

Continue working on Merchant Comparision JSP.

Put together a schedule for the Datamart/Cache/MAC changes needed to support

```
local stores.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Hand over HTML.</li>
</ul>
</ul>

</body>
</html>
```

```
From - Wed Apr 11 18:53:54 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GBNFG400.JBI for <srinivas@dredd>; Wed, 11 Apr 2001 15:21:40 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f3BMLco29154
        for srinivas; Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Resent-Date: Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Message-ID: <3AD4D8FD.25C18458@netscape.com>
Date: Wed, 11 Apr 2001 15:21:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"5tlx3D.A.gEH.qjN16"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<b>Shop@Anywhere weekly engineering status</b>
<br>4/4/01 - 4/10/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Have a working prototype of the local store grid in Product Page: 
<a href="http://landscape.web.aol.com:2300/Store_Locator_Demo.html">http://
landscape.web.aol.com:2300/Store_Locator_Demo.html.</a> 
It includes all the logic necessary in Search and Merchant Compare. 
```

It uses a stub DCI page for now, pending the availability of the DCI URL to be live. It also doesn't include any of the datamart changes. The list of merchants with local stores are stored in a text file for now.

Continued working with DCI on finalizing the merchant feed spec.

Issues

Need to get better closure on technical issues. The feed spec needs to be finalized soon.

Still don't have the URL spec that has all the parameters we need to pass to DCI.

Next week

Get agreement on the merchant feed spec.

Work with UI team to finish the local store grid.

Work on first drop to QA. Need to decide if we want to wait a few days for the DCI URL to go live.

Shopping Widget
<p>Escalations

None

<p>
Accomplishments

Made changes to the XML feed based on input.

P13n team working on the Widget PSP.

Didn't have a chance to put in writing the hosting solution that Ops signed

off on. This will need a change in the image urls generated by the Extractor, since in the proposed solution the images would be server from the MyAOL servers.

Issues

There was some suggestion from Kathleen May that the image specials may be replaced with text spacials in a future redesign of the department page. This will be a problem since, as designed, we are currently scraping image specials only. Kimberly Blessing doesn't think that this change would happen anytime soon. But, we need to have a plan to deal with this possibility, before we lose the services of the widget bullet engineers.

There are some technical issues on the PSP that need to be resolved soon.

Next week

Resolve the PSP technical issues.

Have a plan for handling the text only specials.

Try to finish Netcool error handling.

Product Page Anywhere
<p>Escalations

None

Accomplishments

Spent most of the time on integration testing with Search and VL5.

Issues

QA would like to have a drop soon.

Next week


```
<li>
The first QA drop.</li>

<li>
Review QA test plan.</li>
</ul>

<br> 
<br> 
<br> </html>
```

Q

From - Tue Apr 17 22:24:51 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.167]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBYUJ300.1N1; Tue, 17 Apr 2001 19:21:03 -0700
Message-ID: <3ADCFA00.8824E293@netscape.com>
Date: Tue, 17 Apr 2001 22:20:48 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/17/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
</h3>

<h3>
Status for week ending 4/17/2001</h3>
1. There were a couple of problems with the configuration of VL5 on the
Shopping List production servers, that resulted in the in-service users
not being authenticated. After fixing the configuration, the release 1.1
of Shopping List is working fine with VL5 authentication for both VL5 and
web users.
<p>2. The code for Local Stores is ready to be checked in. We are currently
debating the the correct location for the checkin; on a branch of the CVS
source or on the tip, after backing out the latest changes to database
schema. The datamart and cache modules built from the tip of the CVS source
require updates to the Datamart and DB schema on the QA and production
servers.
<p>Completed printer-friendly version of the MC and LS tables.
<p>The DCI team has not yet implemented the proximity search interface
and are also yet to send us the DCI Franchise Ids for the initial list
of Local Store merchants.
<h4>
Next Week:</h4>
1. Deliver a release of Search and Datamart modules to QA for testing of
Local Stores.

2. Support CTA Banner service and Shopping List.</html>

R

From - Thu Apr 19 09:29:00 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GC07IH00.N1U for <srinivas@dredd>; Wed, 18 Apr 2001 12:59:05 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3IJx4204275
for srinivas; Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Resent-Date: Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Message-ID: <3ADDF1A8.87D050F9@netscape.com>
Date: Wed, 18 Apr 2001 12:57:28 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: multipart/mixed;
boundary="------------E2AEDCE9DA00DCF4FCEEEF31"
Resent-Message-ID: <"ysoE_D.A.JCB.DIf36"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii;
name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
filename="status.html"

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>4/11/01 - 4/17/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Local Store code changes ready to be committed to CVS.</li>

<li>
Implemented printer friendly version of Local Store for the product page
printing feature.</li>

<li>
Feed spec finalized.</li>

<li>
Waiting for the DCI URL to be live (ETA 4/19).</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
First drop to QA. Expect to have the DCI URL to be live.</li>

<li>
Start working on DM Cache changes to add local store info.</li>
</ul>
```

Shopping Widget
<p>Escalations

None

Accomplishments

The Extractor code committed to CVS.

Did first drop to QA.

Fixed error handling and added Netcool logging.

Reviewed the impact of text only specials and we are able to handle them fine.

Met with the P13n core team to discuss multi brand support. Also, discussed support for the widget after the widget bullet team moves on to their next project in mid May.

Issues

The widget bullet folks are strapped for resource. They can only commit 1 day a week for the shopping widget. They expect to be able to devote more time after the end of April.

The P13n core team needs to take on the shopping widget. (We have already brought it up with them)

Next week

Fix any problems found by QA.

Resolve multi brand support.

Product Page Anywhere

<p>Escalations

None

Accomplishments

First drop to QA done, with both email and print features available.

Issues

none

Next week

Fix bugs found in QA.

</body>
</html>

```
From - Fri May 04 20:28:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GCQJYM00.9FN for <srinivas@dredd>; Wed, 2 May 2001 18:25:34 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f431PXA29994
        for srinivas; Wed, 2 May 2001 18:25:33 -0700 (PDT)
Resent-Date: Wed, 2 May 2001 18:25:33 -0700 (PDT)
Message-ID: <3AF0B360.F988615@netscape.com>
Date: Wed, 02 May 2001 18:24:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: multipart/mixed;
 boundary="------------E528B35CE3BA2573BB3DCECD"
Resent-Message-ID: <"zc4S0B.A.3TH.LOL86"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>Shop@Anywhere weekly engineering status</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering
status</b>
<br>4/25/01 - 4/01/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
DCI URL is live now.  It seems to be working.</li>

<li>
DCI test URL went live, but isn't working as expected.  We were told
they need more QA?</li>

<li>
Cache Client changes for local stores in progress.</li>

<li>
Got agreement with DCI on content of the global merchant feed.  Waiting
for DCI's input on file names for the feed.</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
Finalize feed file names.</li>

<li>
```

Finish cron job for DCI feed.

Continue working on cache client changes.

Shopping Widget
<p>Escalations

We now have resource committment from the widget bullet to finish the shopping widget. We still need to make sure that the core team is going to fully support the widget. Mohsin agreed to talk with Richard Quach about this.

Accomplishments

No engineering work on the Extractor.

Issues

None

Next week

Deliver new HTML to the widget team to reflect the department pages redesign.

Product Page Anywhere
<p>Escalations

None

Accomplishments

No new development. Product in QA.

Issues

none

Next week

Fix any bugs found in QA.

</body>
</html>

T

From - Wed May 09 05:42:24 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.75]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GD1OR700.LK7;
Tue, 8 May 2001 18:42:43 -0700
Message-ID: <3AF8A07B.88E82535@netscape.com>
Date: Tue, 08 May 2001 21:42:19 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 5/8/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 5/8/2001</h3>
1. Modified Cache client code to use the new merchant and brand tables.
Added new stored procedures for the tables.

2. Modified the implementation of local stores to the use the new tables.
The code is not checked in; the export/import mechanisms need to be updated
to include the new tables.

3. Fixed bug #538208 (set error status when second commit fails).
<h4>
Next Week:</h4>
1. Coordinate the checkin of the DB schema changes for Search 2.1
release.

2. Deliver a release of Search and Datamart modules to QA for testing
of Local Stores.

3. Support Shopping List.</html>

Method and System for Integrated Online Shopping

BACKGROUND OF THE INVENTION

FIELD OF THE INVENTION

The invention relates to online shopping. More particularly, the invention relates to a system and a family of methods that provide for online shopping of a product or service from both online and offline providers.

DESCRIPTION OF RELATED TECHNOLOGY

Presently, online shopping services provide information about only online product/service providers that have a storefront Web access, which usually do not have a physical retail store. Such information does not include comparison information about providers of a product/service based on information received from both online and offline providers. Therefore, bargain-seeker shoppers do not fully trust current online product/service pricing information, and majority of shoppers end up using the information they receive from online searching to local physical retail providers for final price comparison. Often, such bargain-seeker shoppers get a better deal or competitive price from a local physical provider and eventually do the shopping offline. Local physical retail providers further attract shoppers because they provide in-store product touch and feel experience, quick delivery and pickup, and convenient return policies.

Furthermore, current online shopping services do not give detailed information about offline providers, such as in-store pick up policies, in-store return policies, and other detailed information.

There is a need, therefore, for online shopping services that provide shoppers with the ability to find the most competitive price for product/service and comparison information about online and offline providers of such product/service, all in one integrated search. There is also a need for online shopping services that attract and retain offline product/service providers by highlighting their detailed information and features online.

SUMMARY OF THE INVENTION

One presently preferred embodiment of the invention provides a system and a method for providing an integrated electronic list of providers for a product or service that comprises the steps of determining at least one online provider, determining at least one offline provider, and integrating the at least one online service provider with the at least one offline service provider to provide an integrated list of providers.

Another presently preferred embodiment of the invention provides a system and a method for providing online comparison information about at least one online provider and at least one offline provider of a product or service. The comparison information may also include comparison information about the offline providers of the product or service.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 shows a flow chart for online shopping according to one embodiment of the present invention;

Figure 2 shows a representation of a search result according to one embodiment of the present invention; and

Figure 3 shows a representation of an exemplary system for providing integrated shopping information.

DETAILED DESCRIPTION OF THE INVENTION

The invention contemplates a new and unique system and a family of methods for online shopping, which may be implemented in a network of computer systems, such as the Internet.

Online shoppers may include those shoppers who both search and shop a product or service online. These shoppers usually do not check the online price information with the price information offered by local product/service providers for getting a bargain price. One the other hand, online shoppers may also include those bargain-seekers, price-driven shoppers who usually take the information they receive from online search results to offline local providers, looking for a better deal and/or special offers, sales, and/or coupons. Therefore, current online shopping services lose revenue unless they provide an integrated list of both online and offline product/service providers in response to a search for a product/service, as will be discussed below.

Figure 1 shows a block diagram representation of a method of online search process according to a preferred embodiment of the invention. A shopper may request an online search for a product or service, in step 102. A shopper may request for a product/service search based on a category of products/services, such as toys, electronics, or cleaners. A shopper may also request for a product/service based on a name or an identification code of a specific product or service, such as a game, a television set, or a carpet cleaner. A request for a product or service may be also based on a name or an identification code of a product/service provider, such as a specific toy store, an electronics distributor, or a cleaner. A search request for a product or service may be limited to a geographical area. A desired geographical area may be identified by a shopper's city and state, zip code, and/or a target location. A geographical area may be limited to a proximity range, such as a default or a user-defined search radius about a target location.

After receiving an online search request for providers of a selected product or service, according to one embodiment of the present invention, a search is conducted for both online and offline providers of the desired product or service. In step 104, the database 106, which contains information about online providers, is searched. These "pure-play e-tailers" include those online providers with a Web storefront, which may not have physical retail outlets. They may allow the shoppers to trade with them only through online shopping.

In step 108, the database 110, which contains information about offline providers, is searched. The offline providers may include the offline "brick-&-

mortar" providers, which have physical retail outlets but no Web storefront, such as local mom-&-pop stores. The offline providers may also include the offline "click-&-mortar" providers, which have physical retail outlets as well as Web storefront. These offline providers may allow the shoppers to trade with them either online or offline.

In step 112, the search results for both online and offline providers may be combined to generate an integrated search result for the desired product or service. Figure 2 presents an exemplary integrated provider page 202. The integrated provider page 202 may include a first portion 204, pertaining to the online providers that carry the desired product/service, and a second portion 206, pertaining to the offline providers that carry the same product or service.

In step 114, the online providers of a desired product or service may be compared to the offline providers of such product or service. The provider page 202 may also include a third portion 208 that may provide comparison information about online and offline providers of a selected product or service. The comparison information may be based on providers rating, a product/service price, product/service availability, user review, professional/expert review, and special promotions, such as coupons and/or sales, and/or return/pickup policies. Therefore, the bargain-seeker, price-driven, and sales-fanatic shoppers may conveniently get the providers comparison information online, and may do more online shopping confidently. This attracts more shoppers to do online shopping, attracts more "brick-&-mortar" offline providers to join online shopping services, and retains more "pure-play e-tailer" online providers.

The list of offline providers of a product or service may be based on a target geographical location. Shoppers may choose such target locations to be their home, work, or other locations. A shopper may choose one of several target locations, which may have been already created and stored for future use.

The comparison information may also include comparison information about the offline providers of a selected product or service, which may be based on information such as proximity to a target location, price, rating, special promotions, product/service availability, or user and/or expert review. The list of offline providers may be prioritized based on a desired factor, such as proximity to a target location, price, rating, or user and/or expert review. When an online shopper selects an offline product service provider from a provider page 206, the shopper may receive detailed information about the selected offline provider.

The provider page 202 may contain a direct link to an offline provider page 210 that may provide detailed information for a selected offline provider. Such detailed information may include a provider's business name, address, phone number, photo, map, working hours, rating, user and/or expert reviews, driving direction, sales and/or coupons, and in-store pickup and/or return policies of online purchases. The offline providers may regularly update their information. The provider page 202 may also contain a direct link to an online provider page 212, which may provide detailed information about a selected online provider and/or a product or service page.

In another embodiment of the invention, a provider locator allows searching for a desired provider, which may include an A-Z directory of providers, a directory of product/service categories, and/or a provider department page.

The method and system of the invention creates a comparison shopping experience that enables online shoppers to shop online confidently and conveniently, knowing that they are getting the best deal for a product/service based on online comparison information about online and offline product/service providers. The system and method of the present invention provides a multi-channel search result, an integrated list of online and offline providers, and providers comparison information.

Figure 3 shows a representation of an exemplary system for providing integrated shopping information according to one embodiment of the invention. The user terminals 302, 304 may include the hardware and software modules to implement the disclosed invention. The user terminals may also include the necessary devices and software modules to connect to the global telecommunication network 306, which may include the Internet. A shopper may use a user terminal to search for shopping information that may be warehoused in the databases 308, 310. The shopping service providers or system managers may regularly update the databases.

Thus, the system and method of the present invention saves shopping time for bargain-seeker shoppers, attracts more physical product/service retail outlets to join online shopping services, and retains the online product/service providers.

Accordingly, although the invention has been described in detail with reference to particular preferred or exemplary embodiments, persons possessing ordinary skill in the art to which this invention pertains will appreciate that various modifications and enhancements may be made without departing from the spirit and scope of the claims that follow.

CLAIMS

1. A method for providing an integrated electronic list of providers, comprising the steps of:

determining at least one online provider for an item;

determining at least one offline provider for the item; and

integrating the at least one online provider with the at least one offline provider to provide an integrated list of providers for the item.

2. The method of Claim 1, wherein the determining steps follow a request for a product.

3. The method of Claim 2, wherein the request is for a product category.

4. The method of Claim 2, wherein the request is for a desired geographical area.

5. The method of Claim 4, wherein the request is for a predetermined proximity to a target location.

6. The method of Claim 1, further including:

providing comparison information for the at least one online provider and the at least one offline provider for the item.

7. The method of Claim 6, wherein the comparison information includes price comparison.

8. The method of Claim 6, wherein the comparison information includes rating comparison.

9. The method of Claim 6, wherein the comparison information includes review comparison.

10. The method of Claim 6, wherein the comparison information includes availability comparison.

11. The method of Claim 6, wherein the comparison information includes special promotion comparison.

12. The method of Claim 6, wherein the comparison information includes electronic wallet comparison.

13. The method of Claim 6, wherein the comparison information includes return-policy comparison.

14. The method of Claim 1, further providing:

providing comparison information about at least two offline providers.

15. The method of Claim 14, wherein the comparison information includes in-store return policy of online purchases.

16. The method of Claim 14, wherein the comparison information includes in-store pickup policy of online purchases.

17. The method of Claim 14, wherein the comparison information includes special promotions.

18. The method of Claim 14, wherein the comparison information includes coupon-availability information.

19. The method of Claim 14, wherein the comparison information includes proximity to the at least two offline providers.

20. The method of Claim 14, wherein the comparison information includes direction to the at least two offline providers.

21. The method of Claim 14, wherein the comparison information includes user review.

22. A computer readable medium embodying a method for providing an integrated electronic list of providers, the method comprising the steps of:

determining at least one online provider for an item;

determining at least one offline provider for the item; and

integrating the at least one online provider with the at least one offline provider to provide an integrated list of providers for the item.

23. A system for online shopping, comprising:

at least one user terminal;

at least one database containing information about online and offline providers;

means for searching the database and for providing an integrated list of online and offline providers in response to a search request for a selected item; and

means for comparing the online and offline providers for the selected item.

24. The computer system of Claim 23, further implemented on a network environment.

25. The computer system of Claim 24, wherein the network environment further comprising a global communications network.

Method and System for Integrated Online Shopping

ABSTRACT

The method and system of the present invention provides a comparison shopping experience that enables online shoppers to shop online confidently and conveniently, knowing that they are getting the best deal for a product/service based on online comparison information about both online and offline providers of a product/service. The system and method of the present invention provides a multi-channel search result, an integrated list of online and offline providers, and comparison information about providers of a selected product or service. Thus, the system and method of the present invention saves shopping time for bargain-seeker shoppers, attracts more physical product/service retail outlets to join online shopping services, and retains the existing online product/service providers.

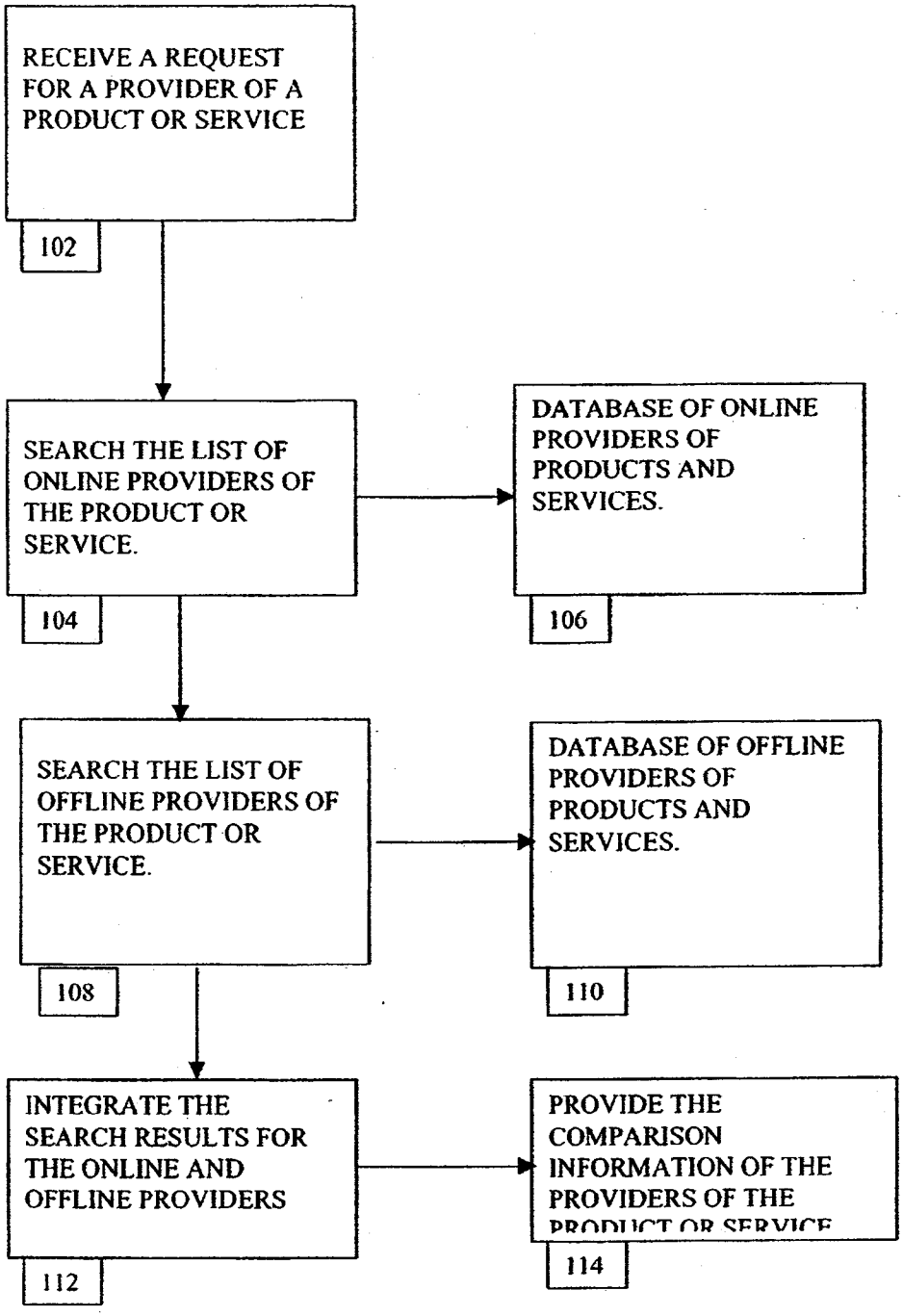

RECEIVE A REQUEST FOR A PROVIDER OF A PRODUCT OR SERVICE
102
SEARCH THE LIST OF ONLINE PROVIDERS OF THE PRODUCT OR SERVICE.
104
DATABASE OF ONLINE PROVIDERS OF PRODUCTS AND SERVICES.
106
SEARCH THE LIST OF OFFLINE PROVIDERS OF THE PRODUCT OR SERVICE.
108
DATABASE OF OFFLINE PROVIDERS OF PRODUCTS AND SERVICES.
110
INTEGRATE THE SEARCH RESULTS FOR THE ONLINE AND OFFLINE PROVIDERS
112
PROVIDE THE COMPARISON INFORMATION OF THE PROVIDERS OF THE PRODUCT OR SERVICE
114

Figure 1

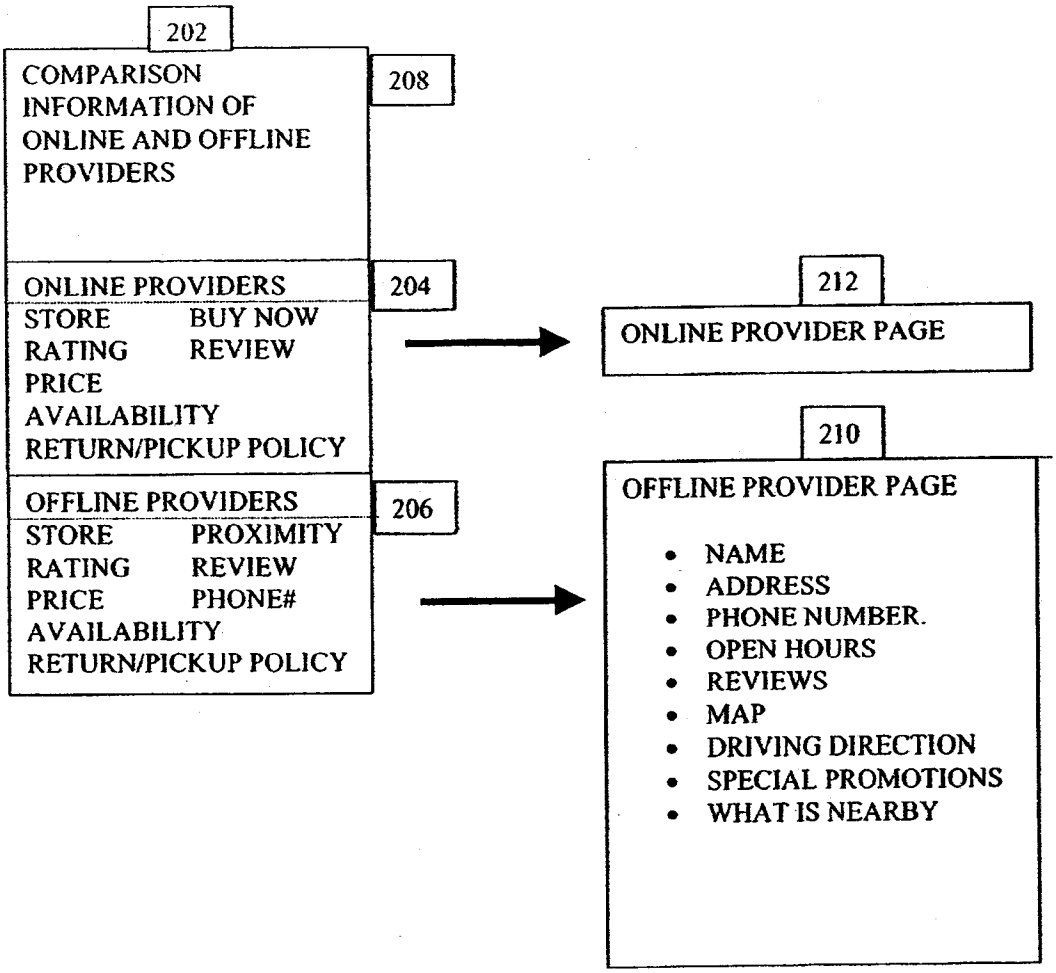

202
COMPARISON INFORMATION OF ONLINE AND OFFLINE PROVIDERS
208
ONLINE PROVIDERS
204
STORE BUY NOW
RATING REVIEW
PRICE
AVAILABILITY
RETURN/PICKUP POLICY
OFFLINE PROVIDERS
206
STORE PROXIMITY
RATING REVIEW
PRICE PHONE#
AVAILABILITY
RETURN/PICKUP POLICY
212
ONLINE PROVIDER PAGE
210
OFFLINE PROVIDER PAGE
NAME
ADDRESS
PHONE NUMBER.
OPEN HOURS
REVIEWS
MAP
DRIVING DIRECTION
SPECIAL PROMOTIONS
WHAT IS NEARBY

Figure 2

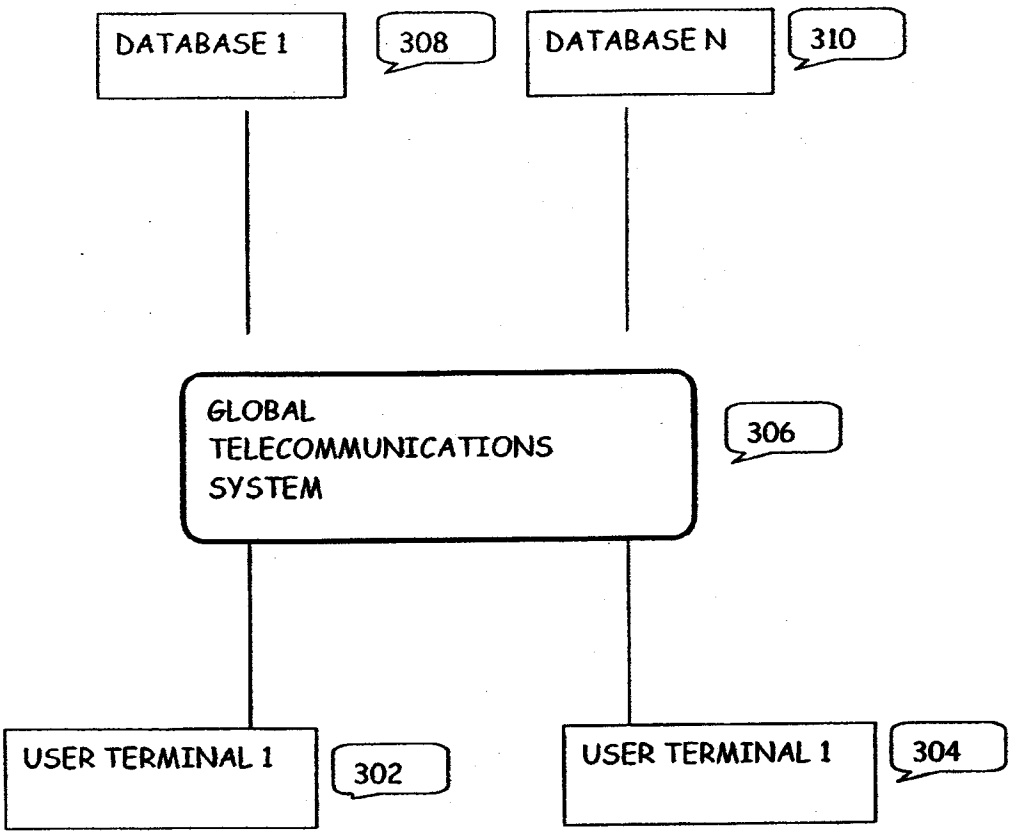

DATABASE 1
308
DATABASE N
310
GLOBAL
TELECOMMUNICATIONS
SYSTEM
306
USER TERMINAL 1
302
USER TERMINAL 1
304

Figure 3

Exhibit C

Copies of the email with search results and attachments from Carol Warner.

Barbus, Wade A. (Perkins Coie)

From: Warner, Carol (Perkins Coie)
Sent: Friday, March 26, 2010 10:13 AM
To: Barbus, Wade A. (Perkins Coie)
Subject: FW: 32052.9527.US00 - Inventor addresses & phone numbers

Attachments: Vincent Tong Accurint.xls; Matthew Crampton Accurint.xls

Wade, I searched for all of your inventors in **Accurint**, starting with a basic search on their name in the state where they where shown to have been living back in 2002 (CA for all but one). I then copied the address listings that were more current below; I sometimes also copied the listing with the address shown in the 2002 document. I did NOT run any reports on those names in Accurint since you appeared primarily interested in location and phone number, but I can do that for any listings you designate.

There were many Vincent Tongs in CA, so I limited the results to that name within 75 miles of Alameda CA (the address from the 2002 document). I then downloaded the address listings into a spreadsheet. One Vincent M. Tong had the same address as in the document, so I put all listings with that same name and SSN at the top of the spreadsheet, followed by other Vincent M Tong listings. Please let me know if you have questions about the spreadsheet.

I also downloaded the listings for Matthew Crampton and have included that below. However, the spreadsheet helped me narrow my search and I copied below what appear to be the most relevant listings.

Most of these listings do NOT include phone numbers. I ran most of the names through **Switchboard.com** with limited success; see those results following Accurint stuff, for each name below.

If you want some other sites to check for phone numbers, let me know.

Carol Warner | Perkins Coie LLP
LIBRARIAN
1201 Third Avenue, Suite 4800
Seattle, WA 98101-3099
PHONE: 206.359.3404
FAX: 206.359.4404
CWarner@perkinscoie.com

Kamal Acharya
Los Altos CA India

KAMAL K ACHARYA
Gender: Male
DOB: 10/xx/1959 (50)
592-14-xxxx
675 DISTEL DR [Address in document]
LOS ALTOS CA 94022-1502
May 96 - **Mar 10**
Phone:
650-917-8829 - PDT
ACHARYA SHARMILA

Vincent Tong
Alameda CA Hong Kong

Vincent Tong
Accurint.xls

Switchboard.com

Too many listings in CA; you'll need to decide which listings are most relevant and try the name in those cities.

Peter Gremett

Sunnyvale CA US

PETER JOSEPH GREMETT
Gender: Male
DOB: 12/xx/1970 (39)
576-70-xxxx
1045 W MCKINLEY AVE 1
SUNNYVALE CA 94086-7438 [Same city as in document]
May 02 - **Mar 10**

Switchboard.com

Peter J Gremett
1045 W McKinley Ave
Sunnyvale, CA 94086-7438
phone number unavailable
Age:40-44

Matthew Crampton

Mountain View CA US

MATTHEW C CRAMPTON
Gender: Male
DOB: 01/xx/1979 (31)
378-06-xxxx
841 W CALIFORNIA AVE UNIT C
SUNNYVALE CA 94086-2491 [City close to Mountain View]
2004 - **Mar 10**

MATTHEW C CRAMPTON
Gender: Male
DOB: 01/xx/1979 (31)
378-06-xxxx
230 MONROE DR APT 9 [Address in document]
MOUNTAIN VIEW CA 94040-1066
Oct 01 - **May 09**

Matthew Crampton
Accurint.xls

Switchboard.com

M Crampton
street address not available
Sunnyvale, CA
(408) 962-0491

Srinivas Lingutla
Pittsfield MA India

SRINIVAS LINGUTLA
Gender: Male
DOB: 04/xx/1965 (44)
400-33-xxxx
20 MEADOW RIDGE DR [Address in document]
PITTSFIELD MA 01201-5762
Mar 01 - **Mar 10**

Switchboard.com

Srinivas Lingutla
20 Meadow Ridge Dr
Pittsfield, MA 01201-5762
phone number unavailable
Age:45-49

Ellen F. Butler
San Francisco CA US

ELLEN FRANCES BUTLER
Gender: Female
DOB: 07/xx/1972 (37)
579-80-xxxx
2398 PACIFIC AVE APT 508
SAN FRANCISCO CA 94115-1218 [Same city as in document]
Sep 02 - **Dec 09**

ELLEN FRANCES BUTLER
Gender: Female
DOB: 07/xx/1972 (37)
579-80-xxxx
2219 STEINER ST [Address in document]
SAN FRANCISCO CA 94115-2219
Aug 98 - **Apr 02**

Switchboard.com

THIS IS A **DIFFERENT NAME AND ADDRESS** FROM THAT ABOVE; found nothing for Ellen F Butler:

Ellen **M** Butler
4810 17th St
San Francisco, CA 94117-4331
(415) 564-3712
Age:45-49

From: LibraryReference-SEA
Sent: Thursday, March 25, 2010 1:40 PM
To: Barbus, Wade A. (Perkins Coie)
Cc: Warner, Carol (Perkins Coie)
Subject: RE: 32052.9527.US00 - Inventor addresses & phone numbers

Wade, we use Accurint, a public records database, to search for addresses of persons like these. When we perform a search, we must provide, AT MINIMUM, a STATE as location, so IF a person has moved to another state, there often is no really good way to track him or her down. I see that this document is from 2002, so it's not exactly current.

We'll cross our fingers and hope that these people are still in the northern CA area; I'll see what I can find!

When do you need this information? End of today, tomorrow, early next week? I have 3 other projects going on (so

far), so I'm trying to set priorities.

Thanks very much!

Carol Warner
Librarian

Library & Research Services | **Perkins Coie** LLP
PHONE: 206.359.8444
E-MAIL: library@perkinscoie.com

From: Barbus, Wade A. (Perkins Coie)
Sent: Thursday, March 25, 2010 1:27 PM
To: *Library SEA
Cc: Chin, Davin K. (Perkins Coie)
Subject: 32052.9527.US00 - Inventor addresses & phone numbers

Hello,

I am trying to find the current home address and phone number for the six inventors for this patent matter. All of them work or did work for AOL. The names of the inventors are listed below, the most current addresses we have are on the attached document. Any assistance you could give in finding current information for these inventors would be greatly appreciated.

Kamal Acharya
Vincent Tong
Peter Gremett
Matthew Crampton
Srinivas Lingutla
Ellen F. Butler

Please let me know if you have any questions.

Thanks,

Wade

Wade Barbus | **Perkins Coie** LLP
Paralegal
1201 Third Avenue, Suite 4800
Seattle, WA 98101-3099
PHONE: 206.359.3287
FAX: 206.359.9000
E-MAIL: WBarbus@perkinscoie.com
<< File: Inventors - 32052.9527.US00.pdf >>

VINCENT TONG	Accurint addresses within 75 miles of Alameda CA					CW for W. Barbus	32052.9527.U
NAME	STREET ADDRESS	CITY	STATE	ZIP	PROBABLE CURRENT ADDRESS	PHONE NUMBER	SSN
VINCENT M TONG	2520 COLLEGE 103 AVE	BERKELEY	CA	94704	No		626-64-xxxx
VINCENT M TONG	535 PIERCE ST APT 451	ALBANY	CA	94706-1000	No		626-64-xxxx
VINCENT M TONG	870 E EL CAMINO REAL APT 616	SUNNYVALE	CA	94087-2953	No		626-64-xxxx
VINCENT M TONG	3552 MCSHERRY WAY	ALAMEDA	CA	94502-7075	No		626-64-xxxx
VINCENT M TONG	2520 COLLEGE AVE APT 103	BERKELEY	CA	94704-3058	No		626-64-xxxx
VINCENT M TONG	34734 WILLIAMS WAY	UNION CITY	CA	94587-5578	No		626-64-xxxx
VINCENT M TONG	6363 CHRISTIE AVE APT 904	EMERYVILLE	CA	94608-1919	No		626-64-xxxx
VINCENT M TONG	352 PRENTISS ST	SAN FRANCISCO	CA	94110-6141	No	000-262-6233	567-76-xxxx
VINCENT M TONG	352 PRENTISS ST SAN ST	SAN FRANCISCO	CA	94110	No		567-76-xxxx
VINCENT M TONG	2605 TRANSON	SAN JOSE	CA	95132	No		567-76-xxxx
VINCENT M TONG	1367 BEL AIRE RD	SAN MATEO	CA	94402-3616	No		567-76-xxxx
VINCENT M TONG	3605 TRONSON CT	SAN JOSE	CA	95132-1369	No		567-76-xxxx
VINCENT M TONG	2514 EDGEDALE CT	SAN JOSE	CA	95122-4006	No	000-341-7077	567-76-xxxx
VINCENT M TONG	3505 TRONSON CT	SAN JOSE	CA	95132	No		567-76-xxxx
VINCENT M TONG	3605 TURNWOOD CT	SAN JOSE	CA	95130-1368	No		567-76-xxxx
VINCENT L TONG	7260 MARTWOOD WAY	SAN JOSE	CA	95120-3424	No		432-80-xxxx
VINCENT L TONG	7269 MARTWOOD WAY	SAN JOSE	CA	95120-3419	No		432-80-xxxx
VINCENT TONG	1235 43RD AVE	SAN FRANCISCO	CA	94122-1212	No		546-04-xxxx
VINCENT G TONG	1466 9TH AVE	SAN FRANCISCO	CA	94122-3607	No		546-04-xxxx
VINCENT G TONG	1471 WASHINGTON ST APT 103	SAN FRANCISCO	CA	94109-3903	No		546-04-xxxx
VINCENT TONG		REDWOOD CITY	CA	94061	No		546-04-xxxx
VINCENT TONG					No		546-04-xxxx
VINCENT T TONG	1511 WOODSIDE RD	REDWOOD CITY	CA	94061-3432	No		546-04-xxxx
VINCENT T TONG	1515 WOODSIDE RD	REDWOOD CITY	CA	94061-3432	No		546-04-xxxx
VINCENT T TONG	1663 VIRGINIA AVE	REDWOOD CITY	CA	94061-2662	No		546-04-xxxx
VINCENT T TONG	1513 WOODSIDE RD	REDWOOD CITY	CA	94061-3432	No		546-04-xxxx
VINCENT TONG	1990 EMBARCADERO	SAN FRANCISCO	CA		No		550-50-xxxx
VINCENT TONG	411 SANTA CLARA AVE APT	OAKLAND	CA	94610-1920	No		550-50-xxxx
VINCENT TONG	PO BOX 13	OAKLAND	CA	94604-0013	No		550-50-xxxx
VINCE TONG	1228 36TH AVE	OAKLAND	CA	94601-3432	No		550-50-xxxx
VINCE TONG	TRACTION INTL	OAKLAND	CA	94611	No	000-339-0936	550-50-xxxx
VINCE TONG	PO BOX 13190	OAKLAND	CA	94661-0190	No	000-339-0936	550-50-xxxx
VINCENT TONG	6318 THORNHILL DR	OAKLAND	CA	94611-1223	Yes	510-339-0936 - PDT	550-50-xxxx
VINCE TONG	6318 THORNHILL DR	OAKLAND	CA	94611-1223	Yes	510-339-0936 - PDT	550-50-xxxx
VINCENT TONG	1228 36TH AVE	OAKLAND	CA	94601-3432	No	510-339-0936 - PDT	550-50-xxxx
VINCENT TONG	E 12TH ST	OAKLAND	CA	94601	No	510-339-0936 - PDT	550-50-xxxx
VINCENT TONG	918 38TH AVE	OAKLAND	CA	94601-4046	No	510-339-0936 - PDT	550-50-xxxx
VINCENT TONG	3800 WATTLING ST	OAKLAND	CA	94601-4043	No	510-339-0936 - PDT	550-50-xxxx
VINCENT TONG	PO BOX 13190	OAKLAND	CA	94661-0190	No	510-339-0936 - PDT	550-50-xxxx
VINCENT L TONG	566 CAPELL ST APT 3	OAKLAND	CA	94610-3858	No		550-71-xxxx

VINCENT TONG	Accurint addresses within 75 miles of Alameda CA					CW for W. Barbus	32052.9527.U
NAME	STREET ADDRESS	CITY	STATE	ZIP	PROBABLE CURRENT ADDRESS	PHONE NUMBER	SSN
VINCENT L TONG	593 SHETLAND CT	MILPITAS	CA	95035-3932	No	000-946-9079	550-71-xxxx
VINCENT TONG	148 E WILLIAM ST APT	SAN JOSE	CA	95112-5674	No		552-99-xxxx
VINCENT TONG	34077 PASEO PADRE PKWY APT 12	FREMONT	CA	94555-2372	No		552-99-xxxx
VINCENT Y TONG	34077 PASEO PADRE PKWY APT 12	FREMONT	CA	94555-2372	No		552-99-xxxx
VINCENT TONG	38852 STONINGTON TER	FREMONT	CA	94536-4278	No		552-99-xxxx
VINCENT Y TONG	550 CENTER ST APT 328	MORAGA	CA	94556-2207	No		552-99-xxxx
VINCENT TONG	34457 WILLOW LN	UNION CITY	CA	94587-8017	No		552-99-xxxx
VINCENT Y TONG	550 CENTER ST # 328	MORAGA	CA	94556-2207	No		552-99-xxxx
VINCENT Y TONG	34880 TRAVERTINE WAY	UNION CITY	CA	94587-4681	No		552-99-xxxx
VINCENT Y TONG	34457 WILLOW LN	UNION CITY	CA	94587-8017	No		552-99-xxxx
VINCENT Y TONG	460 S 6TH ST APT 4	SAN JOSE	CA	95112-5655	No		552-99-xxxx
VINCENT Y TONG	4080 OROVILLE CT	FREMONT	CA	94555-3311	No		552-99-xxxx
VINCENT Y TONG	4080 OROVILLE CT	FREMONT	CA	94555-3311	No		552-99-xxxx
VINCENT Y TONG	38852 STONINGTON TER	FREMONT	CA	94536-4278	No		552-99-xxxx
VINCENT Y TONG	28859 LA CORONA ST	HAYWARD	CA	94544-6228	No		552-99-xxxx
VINCENT TONG	40208 SANTA TERESA CMN	FREMONT	CA	94539-3629	No		552-99-xxxx
VINCENT TONG	28859 LA CORONA ST	HAYWARD	CA	94544-6228	No		552-99-xxxx
VINCENT L TONG	593 SHETLAND CT	MILPITAS	CA	95035-3932	No		556-71-xxxx
VINCENT LAP TONG	30548 MALLORCA WAY	UNION CITY	CA	94587-1672	No		556-71-xxxx
VINCENT LAP TONG	33250 LAKE ONEIDA ST	FREMONT	CA	94555-1285	No	000-946-9079	556-71-xxxx
VINCENT LAP TONG	2915 MERIDIEN CIR	UNION CITY	CA	94587-1674	No		556-71-xxxx
VINCENT LAP TONG	45641 MONTCLAIRE TER	FREMONT	CA	94539-4815	No	510-818-0513 - PDT	556-71-xxxx
VINCENT TONG	MONTCLAIRE TRL	FREMONT	CA	94539	Yes		556-71-xxxx
VINCENT H TONG	8428 SANDSTONE SEA	SACRAMENTO	CA	95829	No		567-57-xxxx
VINCENT H TONG	8555 WASHINGTON BLVD	ROSEVILLE	CA	95678-5901	No		567-75-xxxx
VINCENT H TONG	1234 S WHITE RD	SAN JOSE	CA	95127	No		567-75-xxxx
VINCENT HUNG TONG	7529 WINDBRIDGE DR APT 160	SACRAMENTO	CA	95831-5231	No		567-75-xxxx
VINCENT HUNG TONG	5385 KING ESTATES CT	SAN JOSE	CA	95135-1365	No		567-75-xxxx
VINCENT HUNG TONG	5383 KING ESTATES CT	SAN JOSE	CA	95135-1365	No	000-576-3005	567-75-xxxx
VINCENT HUNG TONG	8248 SANDSTONE SEA WAY	SACRAMENTO	CA	95829-9500	No		567-75-xxxx
VINCENT HUNG TONG	10128 BRENNA WAY	ELK GROVE	CA	95757-5957	No		567-75-xxxx
VINCENT HUNG TONG	3379 KOHLER RD	SAN JOSE	CA	95148-1732	No	408-287-8557 - PDT	567-75-xxxx
VINCENT HUNG TONG	642 BLYTHE CT APT 10	SUNNYVALE	CA	94085-3208	No		567-75-xxxx
VINCENT HUNG TONG	PO BOX 51205	SAN JOSE	CA	95151-5205	No	000-576-3005	567-75-xxxx
VINCENT TONG	2216 ASHBY D	BERKELEY	CA	94705	No		603-07-xxxx
VINCENT TONG	2231 WARD ST APT	BERKELEY	CA	94705-1050	No		603-07-xxxx
VINCENT TONG	655 S FAIR OAKS AVE APT C212	SUNNYVALE	CA	94086-7830	No		603-07-xxxx
VINCENT TONG	661 W FREMONT AVE	SUNNYVALE	CA	94087-2401	No	000-737-1025	603-07-xxxx
VINCENT TONG	2333 LOUIS RD	PALO ALTO	CA	94303-3636	No		603-07-xxxx
VINCENT K TONG	800 SEA SPRAY LN APT 316	FOSTER CITY	CA	94404-2433	No		603-07-xxxx
VINCENT K TONG	714 WILLIS AVE	SAN JOSE	CA	95125-1547	No		603-07-xxxx
VINCENT K TONG	1993 PLYMOUNTH ST	SARATOGA	CA	95070	No		603-07-xxxx

VINCENT TONG	Accurint addresses within 75 miles of Alameda CA					CW for W. Barbus	32052.9527.U
NAME	STREET ADDRESS	CITY	STATE	ZIP	PROBABLE CURRENT ADDRESS	PHONE NUMBER	SSN
VINCENT K TONG	402 GALLERIA DR APT 7	SAN JOSE	CA	95134-2408	No	000-737-1025	603-07-xxxx
VINCENT K TONG	14221 LUTHERIA WAY	SARATOGA	CA	95070-5979	Yes	408-872-1871 - PDT	603-07-xxxx
VINCENT TONG		SARATOGA	CA	95070	Yes	408-872-1871 - PDT	603-07-xxxx
VINCENT K TONG	14221 LUTHERIA WAY 202	SARATOGA	CA	95070-5979	Yes	408-872-1871 - PDT	603-07-xxxx
VINCENT K TONG	2753 S NORFOLK ST APT 209	SAN MATEO	CA	94403-5504	No		603-07-xxxx
VINCENT K TONG	1993 PLYMOUTH ST APT 11	MOUNTAIN VIEW	CA	94043-1741	No		603-07-xxxx
VINCENT K TONG	870 E EL CAMINO REAL APT 62	SUNNYVALE	CA	94087-2962	No		603-07-xxxx
VINCENT K TONG	1453 VIA VISTA	SAN MATEO	CA	94404-2415	No	000-341-6444	603-07-xxxx
VINCENT K TONG	15221 LUTHERIA WAY	SARATOGA	CA	95070	No		603-07-xxxx
VINCENT M TONG	101 W WEDDELL DR APT 343W	SUNNYVALE	CA	94089-1582	No	408-507-1900 - PDT	615-49-xxxx
VINCENT M TONG	101 W WEDDELL DR APT 338	SUNNYVALE	CA	94089-1582	No		615-49-xxxx
VINCENT TONG	2536 COLLEGE AVE APT 8C	BERKELEY	CA	94704-3020	No		617-20-xxxx
VINCENT TONG	5425 DE MARCUS BLVD APT 408	DUBLIN	CA	94568-7589	No		617-20-xxxx
VINCENT TONG	992 SOUTHGATE AVE	DALY CITY	CA	94015-3829	No		617-20-xxxx
VINCENT TONG	5563 JACQUILINE WAY APT 20	LIVERMORE	CA	94550-7312	No		617-20-xxxx
VINCENT TONG	124 EL CAPITAN LN	ANTIOCH	CA	94509-5643	No		617-20-xxxx
VINCENT WING CHUNG TONG	382 GRENADINE WAY	HERCULES	CA	94547-2047	No	510-245-2168 - PDT	617-98-xxxx
VINCENT D TONG	45641 MONTCLAIRE TER	FREMONT	CA	94539-4815	No		625-50-xxxx
VINCENT TONG	1060 N 4TH ST	SAN JOSE	CA	95112-4941	No	408-296-4303 - PDT	
VINCENT TONG	PO BOX 1198	WOODLAND	CA	95776-1198	No		
VINCE TONG	69 COLLEGE ST	WOODLAND	CA	95695-3219	No		
VINCENT TONG	829 36TH AVE	OAKLAND	CA	94601-3408	No		
VINCENT TONG	69 COLLEGE ST	WOODLAND	CA	95695-3219	No		
VINCE TONG	829 36TH AVE	OAKLAND	CA	94601-3408	No		
VINCE TONG	846 35TH AVE	OAKLAND	CA	94601-3407	No		
VINCENT TONG	834 DEL ORO ST	WOODLAND	CA	95695-5045	No		
VINCE TONG	834 DEL ORO ST	WOODLAND	CA	95695-5045	No		
VINCENT TONG	41369 DANZON CT	FREMONT	CA	94539-3869	No		
VINCENT TONG	66 COLLEGE ST 70	WOODLAND	CA	95695-3220	No		
VINCENT TONG	63 VIRGINA AVE REDW	REDWOOD CITY	CA	94061	No		
VINCENT TONG		ELK GROVE	CA	95624	Yes		
VINCE TONG	PO BOX 1198	WOODLAND	CA	95776-1198	No		
VINCENT TONG	846 35TH AVE	OAKLAND	CA	94601-3407	No	408-296-4303 - PDT	

S00	Retrieved 3-26-2010		
AGE	DOB	DECEASED	DATE RECORD VERIFIED
36	Jun xx 1973	No	May-95
36	Jun-73	No	Aug-95
36	Jun xx 1973	No	1-Jun
36	Jun xx 1973	No	1999 - Jul 02
36	Jun xx 1973	No	Feb 95 - Jun 01
36	Jun xx 1973	No	Mar 02 - Mar 10
36	Jun xx 1973	No	Mar 95 - Jul 01
49	Aug-60	No	Jul-80
50	1960	No	Oct-88
49	1961	No	May-90
49	Aug xx 1960	No	Apr 96 - Mar 10
49	Aug xx 1960	No	Aug 89 - Dec 04
49	Aug-60	No	Jul 80 - Apr 83
49	Aug xx 1960	No	Sep 89 - Dec 92
49	Aug xx 1960	No	Sep 93 - Aug 95
		No	Jul-86
		No	Jul-86
71	Jan-39	Yes	Jan-83
71	Jan-39	Yes	Jan-83
71	Jan-39	Yes	Jan-83
73	Jan xx 1937	Yes	Apr-96
73	Jan xx 1937	Yes	Apr-96
72	1938	Yes	Dec 91 - Apr 04
71	Jan-39	Yes	Jul 80 - Apr 86
70	May-39	Yes	Jul 80 - Sep 93
71	Jan-39	Yes	Jun 84 - Aug 93
70	1940	No	Apr-86
70	1940	No	Apr-86
70	1940	No	Jul-87
69	Apr xx 1940	No	Dec-96
69	Apr xx 1940	No	Jul 80
69	Apr xx 1940	No	Nov 09
69	Apr xx 1940	No	Mar 85 - Mar 10
69	Apr xx 1940	No	Mar 85 - Mar 10
69	Apr xx 1940	No	Mar 89 - 2006
69	Apr xx 1940	No	Sep 94 - 2000
69	Apr xx 1940	No	Sep 94 - 2005
69	Apr xx 1940	No	Sep 94 - 2005
69	Apr xx 1940	No	Sep 94 - Aug 09
47	May-62	No	Nov-85

S00	Retrieved 3-26-2010		
AGE	DOB	DECEASED	DATE RECORD VERIFIED
47	May-62	No	Nov 85 - Apr 86
42	1968	No	Mar-91
42	1968	No	Oct-95
60	1950	No	May-96
42	1968	No	Mar-00
42	1968	No	4-Jan
42	1968	No	5-Mar
60	1950	No	4-Apr
60	1950	No	6-May
60	1950	No	4-Oct
60	1950	No	Aug 91 - Feb 95
60	1950	No	Jan 93 - Dec 09
42	1968	No	Jun 95 - Aug 09
60	1950	No	Mar 00 - Oct 05
60	1950	No	Nov 04 - Jul 06
42	1968	No	Oct 88 - Dec 90
42	1968	No	Sep 01 - Mar 10
47	May-62	No	Feb-86
47	May xx 1962	No	Jul 99
47	May-62	No	Feb 86 - Aug 93
47	May-62	No	Feb 86 - Mar 94
46	May xx 1963	No	Jun 99 - Mar 10
		No	Oct 04 - Mar 10
41	Aug xx 1968	No	Oct 04 - Dec 09
41	Aug xx 1968	No	Apr-94
41	Aug xx 1968	No	Oct-98
41	Aug xx 1968	No	1-May
41	Aug xx 1968	No	1-Dec
41	Aug xx 1968	No	Oct 01
41	Aug xx 1968	No	Apr 01 - Mar 10
41	Aug xx 1968	No	Aug 04 - 2006
41	Aug xx 1968	No	Feb 88 - Dec 09
41	Aug xx 1968	No	Feb 95 - Apr 96
41	Aug xx 1968	No	Jan 92 - Oct 01
43	1967	No	Jan-88
43	1967	No	Nov-89
43	1967	No	Jun-91
43	1967	No	Dec-91
43	1967	No	Jun-94
43	1967	No	Mar-95
44	1966	No	Jun-00
44	1966	No	1-Feb

S00	Retrieved 3-26-2010		
AGE	DOB	DECEASED	DATE RECORD VERIFIED
43	1967	No	Aug 92 - Dec 92
		No	Jul 00 - Jan 10
		No	Jul 00 - Mar 10
44	1966	No	May 00 - Mar 10
43	Jun-66	No	May 88 - Mar 95
44	1966	No	May 97 - Aug 05
43	1967	No	Nov 93 - Jan 99
43	1967	No	Nov 96 - Jan 97
		No	Oct 01 - May 04
		No	Feb 05 - Mar 10
		No	Feb 05 - Nov 06
31	Oct xx 1978	No	Aug 98 - Sep 02
31	Oct xx 1978	No	Feb 08 - Apr 09
31	Oct xx 1978	No	Jul 97 - Jul 98
31	Oct xx 1978	No	Oct 06 - Feb 07
31	Oct xx 1978	No	Sep 06 - Sep 09
29	Oct xx 1980	No	Sep 98 - Mar 10
18	May xx 1991	No	Sep 09 - Mar 10
		No	2000
		No	2000
		No	Aug-89
		No	Sep-94
		No	Sep-94
		No	Dec-98
		No	6-Apr
		No	Dec 02
		No	Aug 99 - May 03
		No	Jun 05 - May 07
		No	Mar 88 - 2001
		No	May 91 - Dec 91
		No	Nov 08 - Mar 10
		No	Sep 89 - Dec 92
		No	Sep 94 - Apr 06

MATTHEW CRAMPTON	Accurint report 3-26-2010	CW for W. Barbus					
NAME	STREET ADDRESS	CITY	STATE	ZIP	PHONE NUMBER	SSN	AGE
MATTHEW C CRAMPTON	75 GOUGH ST APT 18	SAN FRANCISCO	CA	94102-5942		378-06-xxxx	31
MATT CRAMPTON	200 DANA ST APT E	MOUNTAIN VIEW	CA	94041	650-691-9722 - PDT	378-06-xxxx	31
MATT CRAMPTON	200 E DANA ST APT 22E	MOUNTAIN VIEW	CA	94041-2436	650-691-9722 - PDT	378-06-xxxx	31
MATT CRAMPTON	200 E DANA ST APT 22E	MOUNTAIN VIEW	CA	94041-2436	650-937-5989 - PDT	378-06-xxxx	31
MATT CRAMPTON	200 DANA ST APT E	MOUNTAIN VIEW	CA	94041	650-937-5989 - PDT	378-06-xxxx	31
MATTHEW C CRAMPTON	3565 17TH ST	SAN FRANCISCO	CA	94110-1077	415-552-7153 - PDT	378-06-xxxx	31
MATTHEW C CRAMPTON	65 OAKWOOD ST # A	SAN FRANCISCO	CA	94110-1573		378-06-xxxx	31
MATTHEW C CRAMPTON	200 DANA A 22 ST E	MOUNTAIN VIEW	CA	94041		378-06-xxxx	31
MATTHEW C CRAMPTON	200 E DANA ST APT A22	MOUNTAIN VIEW	CA	94041-2420		378-06-xxxx	31
MATTHEW C CRAMPTON	230 MONROE DR APT 9	MOUNTAIN VIEW	CA	94040-1066		378-06-xxxx	31
MATTHEW C CRAMPTON	1379 SNOW ST APT 1	MOUNTAIN VIEW	CA	94041-1841		378-06-xxxx	31
MATTHEW A CRAMPTON	1634 GRANT ST	BERKELEY	CA	94703-1356		046-80-xxxx	29
MATTHEW A CRAMPTON	6280 CANNING ST APT	OAKLAND	CA	94609-1308		046-80-xxxx	29
MATTHEW A CRAMPTON	2108 PRINCE ST	BERKELEY	CA	94705-1817		046-80-xxxx	29
MATTHEW A CRAMPTON	2308 WOOLSEY ST APT 4	BERKELEY	CA	94705-1971		046-80-xxxx	29
MATTHEW C CRAMPTON	841 W CALIFORNIA AVE UNIT C	SUNNYVALE	CA	94086-2491		378-06-xxxx	31
MATT J CRAMPTON	1625 BELLEVUE RD	REDLANDS	CA	92373-5637	909-792-1760 - PDT	556-79-xxxx	28
MATT CRAMPTON	11031 PICARD PL	BEAUMONT	CA	92223-6200		556-79-xxxx	28
MATT CRAMPTON	32390 AVENUE D APT 2	YUCAIPA	CA	92399-1820		556-79-xxxx	28
MATTHEW J CRAMPTON	32390 AVENUE D APT 2	BEAUMONT	CA	92223		556-79-xxxx	28
MATTHEW J CRAMPTON	1675 BT MATTHEW J	BEAUMONT	CA	92223		556-79-xxxx	28
MATTHEW JAMES CRAMPTON	1675 BIG SKY DR	BEAUMONT	CA	92223-3316		556-79-xxxx	28
MATHEW CRAMPTON	32390 AVENUE D B	YUCAIPA	CA	92399	909-557-8510 - PDT	556-79-xxxx	28
MATTHEW J CRAMPTON	11031 PICARD PL	BEAUMONT	CA	92223-6200		556-79-xxxx	28
MATTHEW CRAMPTON	32390 AVENUE D B	YUCAIPA	CA	92399		556-79-xxxx	28
MATTHEW J CRAMPTON	32390 AVENUE D APT 2	YUCAIPA	CA	92399-1820		556-79-xxxx	28
MATTHEW CRAMPTON	32390 AVENUE D APT B	YUCAIPA	CA	92399-1820		556-79-xxxx	28
MATTHEW J CRAMPTON	1625 BELLEVUE RD	REDLANDS	CA	92373-5637	909-798-7807 - PDT	556-79-xxxx	28
MATTHEW CRAMPTON	29 GLEN PARK WAY	BRISBANE	CA	94005-1709			
MATTHEW CRAMPTON	628 CAPP ST APT 203	SAN FRANCISCO	CA	94110-2689	650-906-3247 - PDT		

DOB	**DATE RECORD VERIFIED**	
Jan xx 1979	Apr 04 - Jul 05	
Jan xx 1979	Aug 00 - Dec 00	
Jan xx 1979	Aug 00 - Dec 00	
Jan xx 1979	Aug 00 - Dec 00	
Jan xx 1979	Aug 00 - Dec 00	
Jan xx 1979	Aug 03 - Mar 04	
Jan xx 1979	Jul 02 - Sep 03	
Jan xx 1979	Mar 01 - Sep 01	
Jan xx 1979	Oct 00 - Sep 01	
Jan xx 1979	Oct 01 - May 09	
Jan xx 1979	Oct 04 - Nov 05	
Jul xx 1980	Aug 05 - Sep 06	
Jul xx 1980	Aug 06 - Sep 07	
Jul xx 1980	Oct 06 - Sep 08	
Jul xx 1980	Oct 07 - Mar 09	
Jan xx 1979	2004 - Mar 10	
Dec xx 1981	May-98	
Dec xx 1981	6-Mar	
Dec xx 1981	7-Mar	
Dec xx 1981	9-Jun	
Dec xx 1981	9-Jul	
Dec xx 1981	2008 - Mar 10	
Dec xx 1981	Feb 07 - Jun 07	
Dec xx 1981	Mar 06 - May 09	
Dec xx 1981	Mar 07 - Jul 07	
Dec xx 1981	Mar 07 - Jul 09	
Dec xx 1981	Mar 07 - May 07	
Dec xx 1981	May 98 - Jun 06	
	Aug 06 - Mar 10	
	Mar 09 - Jul 09	